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Automotive News®

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Big 3 hike '92 prices $540 despite sales drought

JOHN K. TEAHEN JR.
Senior Editor

Along with a host of other problems, the Big 3 must battle a monster of their own making in the 1992 model year: a sizable price increase.

Despite the year-long sales downturn, the three manufacturers have scheduled an average boost of $540, or 3.05 percent, on their 1992 cars, an *Automotive News* analysis discloses.

That is considerably more than the average of $328, or 1.98 percent, that General Motors, Ford Motor Co. and Chrysler Corp. tacked onto 1991 models at introduction time a year ago.

1992 PRICE HIKES ON BIG 3 CARS

Adjusted for equipment changes

	Increase	Pct.
Chrysler Corp.	$215	1.40
Ford Motor Co.	625	3.70
General Motors	570	3.10
Big 3 average	540	3.05

Not adjusted for equipment changes

Chrysler Corp.	616	4.04
Ford Motor Co.	796	4.70
General Motors	901	5.19
Big 3 average	830	4.88

All figures are sales-weighted.

The $540 increase is on comparably equipped autos. Before comparing prices, automakers add to the old stickers the price of optional equipment that will be standard on the new models.

On a straight sticker-to-sticker comparison — without any equipment adjustments — the 1992 Big 3 cars are up an average of $830, or 4.88 percent.

Once again, that is considerably steeper than last year's bump of $644, or 4.10 percent.

All figures in this article are sales-weighted, both for the individual companies and for the Big 3 as a group. Sales-weighting means that the increase on each car line is balanced against that line's share of the company's total sales.

For example, an increase on a Chevrolet Cavalier is given much more "weight" than a similar increase on a Cadillac Allante because GM sells 80 times as many Cavaliers as it does Allantes.

Complete Chrysler, GM prices > 8

The huge spread between the non-adjusted price hike ($830) and the adjusted increase ($540) indicates that the automakers have added a great deal of standard equipment on their 1992 models.

Air bags and anti-lock brakes are among the new standard features, and both are big-ticket items, often running $800 to $1,000. Neither has lit up the sales charts as an extra-cost option. Most new-car shoppers probably will consider them out-and-out price hikes.

The *Automotive News* analysis finds that Ford's $625 is the biggest 1992 increase after adjusting for equipment changes. GM's $901 is tops on a non-adjusted basis.

Here are the non-adjusted and adjusted price hikes for the Big 3 on 1992 models and at introduction time last year:

Chrysler, $616 and $215 for 1992; $182 and $135 for 1991.

Ford, $796 and $625 for 1992; $452 and $312 for 1991.

GM, $901 and $570 for 1992; $878 and $389 for 1991.

After the makers study their rivals' stickers, there could be changes in some models.

THE END

Sterling loses its battle for an American niche

JIM HENRY
Staff Reporter

NEW YORK — Sterling Motor Cars, the company that bet an English country manor that you couldn't find a better car for the same price, last week bought the farm.

But the free manor, like most of its other efforts during the last four years, failed to boost sales. Last week, Sterling's parent company announced that it would quit selling cars in the U.S. market. It followed Automobiles Peugeot, which quit less than 72 hours earlier.

Like Peugeot, Sterling's parent company Rover Group said it was forced to turn its back on the United States in order to tend to its markets in Europe.

"A combination of the business and economic conditions, and the major future investment required to make Sterling a truly successful brand in the U.S.A., indicate that it would be best for the group as a whole to concentrate its future resources on the development of other markets," said George Simpson, Rover Group chief executive.

Miami-based Sterling tried everything to succeed in the United States, from gimmicks like the country manor offer to $5,000 rebates and free floorplanning for dealers. But it was never able to stem a free-fall that began after its introduction by independent importer

see STERLING, 37

Slow sales bury Peugeot after 34 years in U.S.

JIM HENRY
Staff Reporter

LYNDHURST, N.J. — In the time it took to transmit a fax, France's Automobiles Peugeot last week ended its 34-year-long attempt to carve out a meaningful niche for itself in the U.S. marketplace.

Conceding that its new flagship 605 luxury sedan would not appeal to American buyers in sufficient numbers to end its long sales drought here, the French automaker told its Peugeot Motors of America subsidiary to shut down by the end of the year.

The decision will not affect service and parts operations, which could remain open for as long as 10 years, Peugeot said.

"I think they made an entirely realistic decision," said Ian Robertson, senior editor and analyst of the London-based Economist Intelligence Unit.

"They are a volume producer with no real image in the luxury

see PEUGEOT, 34

KEN TOUCHTON

Moran's World Omni finance arm is part of the Florida complex that houses Southeast Toyota's headquarters.

Storm gathers over Moran empire

Lawsuits allege independent Toyota distributor wrecked dealers

LINDSAY CHAPPELL
Staff Reporter

Toyota's giant distributor in the Southeast, whose right to operate is under scrutiny by the state of North Carolina, is facing growing opposition from dealers challenging the way it does business.

At least 10 dealers in Florida, Georgia, Alabama, North Carolina and South Carolina have filed separate suits in recent months against Southeast Toyota Distributors Inc. of Deerfield Beach, Fla., one of two remaining independent Toyota distributors. Four other similar suits are on file from the past two years, and plaintiff attorneys say more are now in the works.

The charges include racketeering, fraud and extortion. Several complaints list Toyota Motor Sales U.S.A. Inc. of Torrance, Calif., as a co-defendant.

The issues have already caused the Department of Motor Vehicles in North Carolina to call for a Sept. 16 hearing into Southeast's business practices. That hearing could result in the revocation of Southeast's distributor license in that state and jeopardize Southeast's lucrative contract with Toyota.

The challenges also promise to once again test the business acumen of the distributor's owner and automotive retail giant, 73-year-old James Moran.

Moran has been successfully sued by Toyota dealers before and prosecuted by the U.S. Justice Department over tax evasion charges. But he continues to preside over one of the most successful private automotive companies in the country, an empire that generates an estimated $2.4 billion a year in Toyota-related revenues and employs 2,400 people in five states.

The claims, strongly denied by Southeast's corporate attorney, charge Southeast with operating an unfair distribution system that punished dealers who refused to meet Southeast's business demands. Some of the suits claim that practices by Southeast and its JM Family Enterprises Inc. holding company forced the dealers to sell their dealerships or go under.

Five of the suits combined seek damages of more than $375 million. A sixth case, brought by the owners of Toyota of Wilson Inc. in Wilson, N.C., who lost their store, does not specify damages,

see MORAN, 33

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Ford-VW venture to slash spending:
Autolatina, the Latin American vehicle maker that is a joint venture between Ford and Volkswagen, will slash capital spending 25 percent in a bid to stem operating losses of $40 million to $60 million a month. See Page 4.

BEST AVAILABLE COPY

Ford cuts Capri output but says end is not near

PEDR DAVIS
Special Correspondent

SYDNEY, Australia — Ford Motor Co., moving to trim a growing stockpile of unsold Mercury Capris, said last week it was slashing output of the two-seat roadster by 60 percent.

The decision will cut Capri output to 60 units a day from 150 by eliminating one shift and 500 jobs at the Melbourne assembly plant.

Ford did not say whether it thought the cuts were permanent, and it stressed that the retrenchment does not reflect on the future of the program.

"An extended export program to the United States has been approved so that Capri can continue to be sold at least for the next few years," the company said in a prepared statement.

Although Ford said it is highly pleased with the roadster's U.S. market acceptance, it said the continuing recession there has "unbalanced" its planned production schedules and dealer stocks, resulting in excessive stockpiles.

Approximately nine out of every 10 Capris built are shipped to the United States, where 20,205 were sold between the car's launch in July 1990 and the end of last month.

When the Capri program was first conceived, however, Ford expected to sell 34,000-35,000 units a year worldwide and about 30,000 in the U.S. market.

The failure to trim output earlier in the face of lower-than-expected demand has generated a 104-day stockpile of unsold cars in the United States, a Ford spokesman said.

"But we're not uncomfortable with that," the spokesman said.

In Australia, the Capri's other primary market, the car is being heavily discounted to combat a widespread reputation for shoddy quality and the normal seasonal downturn in sales during the winter months.

First-half registrations totaled only 635 units, or about 14 percent of last year's total volume of 4,500 units.

The Capri's image has been hurt in Australia by a segment on a nationwide consumer-affairs program, "The Investigators."

The program, which was aired nationally by the Australian Broadcasting Corp., was harshly critical of the quality of locally delivered Capris.

International Editor James R. Crate in Detroit contributed to this report.

14 carmakers find silver lining in July sales despite 4.5% drop

JIM HENRY
Staff Reporter

July sales showed the most widely shared improvement of the year by far, with 14 makes posting increases over July 1990.

Industry sales of 1,166,617 cars and light trucks were 4.5 percent below July 1990. But July's total was the highest monthly tally this year, and the 4.5 percent deficit was much lighter than the 13.4 percent decline for the first seven months of 1991.

In another sign that the U.S. market is improving, cars and trucks sold at an annual rate of 13.5 million units in July, according to *Automotive News*' seasonally adjusted annual sales rate calculations. On a seasonally adjusted basis, U.S. car and truck sales have improved every month since January, when the annual rate was 11.2 million.

Stronger sales meant lower inventories. (Table on Page 38.) Cars fell to a 54-day supply on Aug. 1, down from 60 on July 1. The domestic stockpile fell to 47 days from 54 a month earlier, and

see **SALES,** *36*

TOP 10 SELLERS, JULY 1991

	Sales
1. Ford F-series pickup	39,552
2. Chevrolet C/K pickup	36,037
3. Toyota Camry	30,183
4. Ford Escort	28,771
5. Honda Accord	27,110
6. Chev. Corsica/Beretta	26,706
7. Ford Taurus	25,653
8. Chevrolet Cavalier	24,968
9. Honda Civic	23,922
10. Chevrolet Lumina	23,042

Source: Automotive News Data Center

SALES BY THE NUMBERS

Incentives boost Nissan ➤ 4
Total sales, July ➤ 36
Total sales, 7 months ➤ 36
Domestic cars, by model ➤ 37
Light trucks, by model ➤ 37

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Honda hailed as pioneer

Curiosity, tenacity led to successes

MARY ANN MASKERY
Staff Reporter

TOKYO — Soichiro Honda, who defied the Japanese government to enter the automobile business, who preferred loud shirts and grease-stained work pants to the ubiquitous Japanese business suit, who dismissed a high school diploma as not worth the price of a movie ticket, was remembered last week as "the last of Japan's great businessmen."

The founder of Honda Motor Co., who died last week at age 84 from liver failure, was recalled in affectionate tributes from political leaders, competitors and employees alike. All saw in his death the end of an era, a time when an individual could still forge an empire from the ore of his own genius.

Prime Minister Toshiki Kaifu praised him as "a self-taught man of great personality."

Eiji Toyoda, chairman of Toyota Motor Corp. and nephew of the founder of the Toyota organization, marvelled at Honda's ability to build his company into a world-class corporation in just one generation.

Toyoda praised his "great curiosity" and "unlimited tenacity," and said: "It was that style of management that I always watched with a sense of awe."

Honda, who had little use for ceremony all of his life, had stipulated that no company funeral be held. He was cremated last Tuesday in a private nonreligious affair attended by about 40 relatives and friends.

In accordance with his wishes, only four representatives from the company he founded attended, although a memorial service will be held at a later date.

AUTOMOTIVE NEWS/JOE WILSSENS

In 1989, Soichiro Honda presented the first Accord assembled in the United States to the Henry Ford Museum in Dearborn, Mich.

He is survived by his wife, Sachi, two daughters and a son.

Born in Hamamatsu in central Japan in 1906, the son of a blacksmith, Honda showed an early fascination with machinery at the local rice mill. He left home at age 15, after eight years of schooling, to become an apprentice at a car repair shop in Tokyo. By 1928, he had set up his own branch of the repair shop back in Hamamatsu, and spent his spare time building racing cars.

He won a trophy at the 1936 All-Japan Speed Rally by setting a record speed of 75 mph, but he never crossed the finish line. A near-fatal accident took him out of the race and ended his career as a race driver.

When he later took to making piston rings, Honda, at the age of 31, decided to become a part-time student at the local technical high school to learn about casting.

He learned, but because of his impatience with textbook strictures and examinations, the school refused to give him a diploma. The principal apologized for the refusal in later years.

Despite his lack of formal training, Kiyoshi Mori, a former head of Honda's research and development department, recalls that the founder possessed "intuition in technology" in abundance.

Mori himself entered the company in 1958 with what he called "[illegible] theories" from college.

"He could be stubborn at times, but if other people had different opinions, he would try both ways." In the end, however, "the results usually corresponded with Honda's intuition."

Honda did not endorse the stereotypical vision of the all-obedient Japanese worker, Mori recalls. "He told people not to work for the corporation, but to work for yourself," Mori said.

Honda himself worked hard and played hard.

His piston company, which supplied tools for aircraft pro-

see **HONDA,** *34*

GM expands Fla. program car resale test

CHARLES M. THOMAS
Staff Reporter

General Motors has expanded its Satisfaction Plus program to include all dealers in Florida. And the next step could be the addition of neighboring states, making it a regional program of selling daily rental buyback vehicles directly to dealers, bypassing auto auctions.

GM, which will run about 800,000 buyback cars through the auctions this year, is developing an electronic communications system so dealers can order buyback vehicles by computer just like new vehicles.

"That's the key to making the whole process viable — making it just like new cars," a company spokesman said.

Under the Satisfaction Plus program, dealers currently order the cars from a shopping list faxed to them by the automaker. That is followed by an invoice, a window sticker with a manufacturer's suggested retail price, and a buyer's guide required by the Federal Trade Commission designating the vehicles as used cars.

Expanding the program statewide involves using more railheads for vehicle delivery and storage so GM can offer dealers better variety. Using railheads as distribution hubs also solves transportation problems for the automaker. Buyback cars hitch rides on car haulers carrying vehicles to dealers.

Though auction owners fear that plans like Satisfaction Plus will hurt a major segment of their business, the GM spokesman said auctions are necessary and will remain a part of the distribution chain for program cars because that's where prices are set.

But services the auctions offer could change. If ordering cars electronically improves, auctions could end up as distribution hubs.

Most auctions have invested hundreds of thousands of dollars in huge fenced and lighted blacktop lots to store buyback vehicles before selling them. And they own fleets of car haulers. By using electronic communication, dealers could order vehicles sitting in an auction parking lot awaiting sale at the auction.

Instead of selling vehicles, auctions would ship them to dealers, the GM spokesman said.

GM started Satisfaction Plus in May in south Florida to aid dealers in merchandising rental returns, and save the automaker transportation and auction fees.

Chrysler Corp. has a similar test program in south Florida that requires dealers to shop the lot where the vehicles are stored. The advantage to this system is that dealers actually view the cars being sold. Chrysler will distribute about 240,000 program vehicles in 1991.

The volume of program cars industrywide has swelled to 1.5 million vehicles this year. Program cars are vehicles sold to daily rental companies then repurchased by manufacturers at a depreciated rate and remarketed to dealers through the auction network.

Satisfaction Plus is still a pilot program and its expansion is only a further test by GM to see what problems are generated by operating it statewide. Though some industry sources say only a few hundred cars have been sold under the program, the GM spokesman said the number is closer to 1,100.

He said the program has been enthusiastically received by dealers, especially those who are skittish about attending auto auctions.

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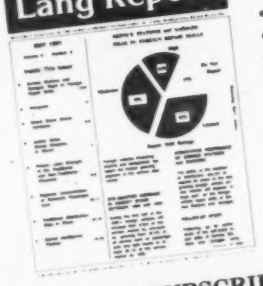
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Auto trade deficit dips 23% for quarter

The U.S. automotive trade deficit in the first quarter of 1991 was 22.9 percent lower than in the fourth quarter of 1990. The first-quarter deficit was $9.7 billion, down from $12.6 billion the previous quarter.

The improvement was spurred by a 27.4 percent increase in the value of U.S. exports, according to U.S. Commerce Department statistics.

And that rise stemmed from a $742.3 million increase in car and truck exports to Canada.

While exports were increasing, the value of new-vehicle imports to the United States dropped 15.1 percent, to $12.7 billion.

Shipments decreased from Germany, Sweden, Italy, France and the United Kingdom — reflecting the decline in sales among European importers here. The value of imports from Mexico and South Korea also dropped.

The first-quarter trend reversed the pattern of automotive trade in the 12-month period that ended March 31.

The U.S. automotive trade deficit was $42.6 billion from April 1990 through March 1991, up 3.9 percent from the total for the previous 12 months.

The first-quarter figures showed a narrowing of the automotive trade gap with Japan as trade tensions between the two countries mounted.

The quarterly deficit was $5.9 billion, down from $6.1 billion in the fourth quarter of 1990.

The value of shipments from Japan to the United States, which is about 40 times higher than the flow going the other way, was off 4.1 percent for the quarter. Exports from the United States to Japan dropped 17.5 percent. Despite those percentage discrepancies, the U.S. deficit declined because of the preponderance of Japan-to-U.S. shipments.

U.S. VEHICLE TRADE
(x $1,000)

Country	Trade	1st Qtr. '91	4th Qtr. '90	Annualized trade April '90-March '91	Annualized trade April '89-March '90
Japan	from U.S.	$ 148,544	$ 180,112	$ 582,803	$ 405,164
	to U.S.	6,059,495	6,318,892	22,157,428	22,254,019
Canada	from U.S.	2,000,308	1,258,004	7,101,610	7,645,657
	to U.S.	3,840,349	5,060,355	18,357,570	18,390,039
Germany	to U.S.	1,195,887	1,488,795	5,456,896	5,077,061
S. Korea	to U.S.	294,728	369,253	1,178,147	1,182,153
Sweden	to U.S.	318,124	386,385	1,356,148	1,587,851
Mexico	to U.S.	565,268	759,132	2,687,729	1,281,091
Yugoslavia	to U.S.	2,501	2,270	10,179	164
United Kingdom	to U.S.	169,803	281,091	831,055	898,968
Italy	to U.S.	43,706	83,340	267,088	278,924
France	to U.S.	13,094	6,366	35,597	35,080
Brazil	to U.S.	21,688	9,723	59,362	251,650
Others	from U.S.	783,727	864,006	2,828,571	2,688,063
	to U.S.	158,287	179,509	695,437	472,780
Car and truck total	from U.S.	2,932,579	2,302,122	10,512,984	10,738,884
	to U.S.	12,682,929	14,945,113	53,092,635	51,709,784
VEHICLE TRADE BALANCE		(9,750,350)	(12,642,991)	(42,579,651)	(40,970,900)
Car total	from U.S.	2,389,683	1,947,166	8,806,312	9,070,869
	to U.S.	11,150,182	13,123,974	45,921,509	43,710,061
CAR TRADE BALANCE		(8,760,499)	(11,176,808)	(37,115,197)	(34,639,192)
Truck total	from U.S.	542,896	354,932	1,706,672	1,668,015
	to U.S.	1,532,747	1,821,139	7,171,126	7,999,723
TRUCK TRADE BALANCE		(989,851)	(1,466,207)	(5,464,454)	(6,331,708)
TOTAL U.S.	from U.S.	101,733,900	96,322,800	399,003,400	372,600,200
Merchandise trade	to U.S.	118,661,000	122,505,000	491,466,500	479,916,100
U.S. TRADE BALANCE		(16,927,100)	(26,182,200)	(92,463,100)	(107,315,900)

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Bills target imported minivans, sport-utilities for 25% tariff

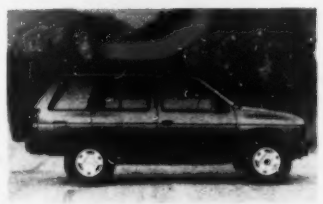
JIM HENRY
Staff Reporter

A Michigan congressman and a New York senator have introduced bills that would subject all imported sport-utilities and minivans to a 25 percent tariff.

The measures, sponsored by Democratic Rep. Dale Kildee and Republican Sen. Alfonse D'Amato, would reclassify some of those vehicles as imported trucks, which are subject to the 25 percent duty.

In early 1989, the U.S. Customs Service threatened to reclassify some imported multipurpose vehicles as trucks. Importers protested, and the Treasury Department ruled that four-door sport-utilities and minivans with side windows and rear seats would continue to be classified as passenger cars, subject to only a 2.5 percent tariff. Two-door sport-utilities had to pay the higher rate.

In introducing his bill Aug. 2, Kildee complained that different federal agencies define the same vehicle differently, and the resulting loopholes offer importers a competitive advantage against domestic manufacturers.



The U.S. government continues to classify four-door sport-utilities such as this Pathfinder as cars subject to a 2.5 percent duty.

While Customs considers most multipurpose vehicles to be passenger cars for tariff purposes, the EPA and the Department of Transportation consider them trucks for emissions and safety standards.

Kildee used the Range Rover and the Nissan Pathfinder as examples. The Range Rover meets truck safety and emissions standards and, as a truck, it escapes the luxury tax on cars over $30,000. But because it has four doors, it pays the 2.5 percent passenger-car tariff.

The Pathfinder is classified as a car or a truck depending on the number of doors.

BMW buys stake in U.S. studio

In an effort to give its cars more American flavor, BMW AG has bought 50 percent of Designworks/USA, a California design consulting firm, for $4.5 million.

"We will utilize Designworks' expertise to create international products with an American flair," said Wolfgang Reitzle, BMW's board of management member responsible for research and development. Designworks has worked on BMW projects for seven years.

The automaker is buying "added American input" for BMWs that will be sold in all markets, said Charles W. Pelly, Designworks president. "Time will tell" if BMW ever decides to import cars designed exclusively for the U.S. market, he said.

BMW bought most of its share of Designworks from Magna International Inc. The Ontario-based parts maker owned 40 percent of the firm.

— Jim Henry

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Lexus tops for sales satisfaction

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Lexus has another feather for its cap. The luxury division of Toyota Motor Sales U.S.A. Inc. took the top spot in the 1991 sales satisfaction index from J.D. Power and Associates Inc.

Lexus increased its score to 146, up 10 points from a year earlier. The title adds to a stream of high rankings for Lexus. The two-year-old division also finished on top of J.D. Power's 1991 study on initial quality, and it tied for first in the 1991 Customer Satisfaction Index.

Mercedes-Benz, which had been in the top spot for four years, dropped 13 points to fifth place.

Cadillac moved up two points to 140, which was enough to regain the No. 2 spot it held in 1988 and 1989. Third-place Infiniti fell five points, while fourth-place Lincoln improved six points.

General Motors' Saturn division made an impressive debut in the rankings, finishing sixth, one point behind Mercedes-Benz. The results appear to indicate that customers are embracing Saturn's low-pressure, stick-to-sticker sales approach. Saturn tied Buick at 131.

J.D. Power determines its sales satisfaction rankings by surveying consumers about the sales experience, delivery experience and product condition.

Further down in the rankings, Honda and Porsche returned to above-average levels after disappearing from the rankings last year. J.D. Power does not release below-average scores. Honda's sister division, Acura, failed to make the above-average list for the third straight year.

While the car sales satisfaction ranking was evenly split between import and domestic nameplates, the above-average players in the truck survey were all domestic.

Ford took the top honors for the second straight year, increasing its score nine points to 112. Oldsmobile, which sell Silhouette, was right on Ford's tail, rising 11 points to 111.

Last year, sixth-place Toyota was the only importer to make the list; in 1989, Mazda and Toyota made the cut.

J. D. POWER 1991 TRUCK SALES SATISFACTION INDEX

	1991 Score	1990 Score	1989 Score
Ford	112	103	101
Oldsmobile	111	100	—
Pontiac	107	103	—
GMC	107	99	105
Chevrolet	104	102	102
Dodge	104	*	91
Chrysler	102	95	—
Average	101	93	90

*Below-average scores not released

J. D. POWER 1991 CAR SALES SATISFACTION INDEX

	1991 Score	1990 Score	1989 Score
Lexus	146	136	—
Cadillac	140	138	136
Infiniti	138	143	—
Lincoln	136	130	119
Mercedes-Benz	132	145	137
Buick	131	134	129
Saturn	131	—	—
Oldsmobile	127	125	114
Mercury	123	123	119
Jaguar	120	123	110
Saab	117	113	*
Chrysler	115	111	112
Ford	116	110	106
Porsche	113	*	129
Toyota	112	110	106
Honda	111	*	110
Average	110	109	106

*Below-average scores not released

Japan's new car sales decline 2.9% in July

MARY ANN MASKERY
Staff Reporter

TOKYO — Japanese new-vehicle sales slipped 2.9 percent in July, the sixth monthly decline of the year, although the luxury segment above 2 liters again registered a double-digit increase.

Analysts attributed the fall in demand, to 574,026 units, partly to new parking regulations that went into effect in July.

The regulations require a would-be car buyer to present proof of parking in order to register the vehicle.

According to figures released by the Japan Automobile Dealers Association, sales of vehicles between 660 cc and 2 liters — Japan's dominant market segment — fell 13.3 percent last month to 340,766, the 11th straight month of decline.

But sales of luxury cars, fueled by continuing strong demand for such new domestic models as the Mitsubishi Diamante, surged 67 percent, to 69,653.

The July increase was the seventh consecutive monthly gain in that segment.

However, despite strong percentage gains by Volkswagen, General Motors and Chrysler, import sales slipped 3.9 percent last month, to 19,518.

Imports, most of which are in the luxury segment, have trailed their year-earlier sales for seven consecutive months.

Among German makes, which dominate the import segment, BMW fell 5.1 percent, to 3,0[illegible], and Mercedes-Benz was down 13.3 percent, to 3,389. Combined Volkswagen/Audi sales rose 12.6 percent, to 4,452.

General Motors sales rose 21.3 percent in July, to 766 units, while Chrysler reported a 7.7 percent increase, to 117. But Ford Motor Co. sales fell 42 percent, to 564.

Toyota Motor Corp. said its July volume fell 5.3 percent, to 232,898, despite a full model change for the Corolla, the best-selling car in Japan. Although Corolla sales were down 7.1 percent, to 27,015 in July, Toyota insisted it is meeting its sales target.

Mitsubishi Motors Corp., which has been showing double-digit growth all year, reported a more modest 5.1 percent increase in July, to 46,071 units.

But Fuji Heavy Industries, maker of Subaru, said sales of its cars over 660 cc jumped 23.1 percent, to 12,486. Much of the gain was attributed to demand for the Legacy.

Sales of mini-vehicles, under 660 cc, were down 8.4 percent, to 160,237 units, according to the National Minicar Association. All companies in the segment showed a sales decline in July.

Despite the long string of down months, most carmakers still expect an overall boost in market demand, led by new entries in the fall.

Rover quits London show; more defections seen

ED WENDT
and VAUGHN FREEMAN
Correspondents

LONDON — In a move that appears to cast a long shadow over the future of the London auto show, Rover Group, Britain's only British-owned volume carmaker, said last week that it has decided to pull out of the biennial event.

The company, Britain's third largest vehicle maker after Ford and Vauxhall, follows five other manufacturers and importers that have canceled plans to exhibit at this year's Motorfair. They are BMW, Porsche, Nissan, Lada and Proton.

Rover attributed its decision to a desire to cut costs in a down market and to scheduling conflicts.

"In the current climate, we feel it is better to concentrate our resources toward other market activities rather than Motorfair," a Rover spokesman said.

"We felt it would be better to invest in other directions, such as dealer promotions."

Rover's reasons for quitting the event were closely echoed by Porsche officials.

"The timing of the show is inconvenient for our range of new products, both announced and unannounced," a spokesman for Porsche Cars Great Britain said last week.

The show, which is held in off years to the British International Motor Show in Birmingham, is scheduled this year for Oct. 17-27. In that time slot, it conflicts directly with the Tokyo motor show and follows by only a few weeks the important Frankfurt auto show in September.

Other defections are expected, according to sources close to the organizers.

But spokesmen for Ford and Vauxhall said they have no plans to quit the show, and a Volkswagen official said the German automaker "definitely" intends to have a major display at the exhibition.

Other vehicle makers that have scheduled space at the show include Japan's Toyota, Mazda, Honda and Suzuki; Peugeot and Renault of France; Sweden's Volvo, and Hyundai of South Korea.

"Manufacturers withdrawing clearly is not the end of the world for the show, but it may well be giving the wrong signal to car buyers," said David Gent, director-general of the Retail Motor Industry Federation, the British dealer trade group.

The last Motorfair, in 1989, attracted 372,000 visitors. In contrast, last year's Birmingham show brought in 450,000.

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Automakers keep an eye on strike replacement legislation

LIZ PINTO
Staff Reporter

Vehicle manufacturers are not taking a public stand on a federal bill that would prohibit employers from permanently replacing unionized workers who strike.

There's a simple reason: Automakers point out that they don't permanently replace striking workers.

The U.S. House of Representatives passed H.R. 5 on July 17. The bill could come before the Senate this fall.

"We are watching H.R. 5 with interest," said Dick Routh, a spokesman for Ford Motor Co. "But as a policy, we do not hire permanent replacements."

A General Motors spokesman said, "It is policy not to replace strikers. We are more interested in settling issues in question during a strike and getting employees back to work."

But if the bill becomes law, automakers would be affected.

As federal labor laws now stand, workers cannot be fired for striking, but they can be permanently replaced. Until the 1980s, such replacement was virtually non-existent.

The right of employers to permanently replace employees on economic strikes comes from the 1938 Mackay doctrine, which puts striking employees into two categories — unfair-labor-practice strikers and economic strikers. The doctrine allows replacement of economic strikers but not of unfair-labor-practice strikers.

Although automakers have not used the doctrine, there is evidence that in the last decade automotive suppliers and many other smaller businesses have used it to get rid of their unionized work forces.

In 1981, President Reagan fired 12,000 striking air traffic controllers for breaking federal law by striking. Proponents of H.R. 5 say that action had a dramatic impact on the way Americans view strikes, and they claim it sent a signal to employers that it was acceptable to dismiss striking workers.

A House committee report that was essential in the passing of H.R. 5 says, "Evidence is clear that tens of thousands of employees are being permanently replaced each year for exercising a basic protected right, and that hundreds of thousands more have been threatened with permanent replacement."

Arvin Automotive Industries in Columbus, Ind., a supplier of exhaust systems, permanently replaced its workers in an economic strike. John Hall, a former employee of the company, testified to a House committee that many replaced workers lost their homes and that families split up because of the financial and emotional strain brought about by the action.

Opponents of the bill say that if H.R. 5 becomes law, strikes will become longer and more frequent and could cause businesses to close. If that happens among suppliers, assembly plants ultimately would have to shut down.

The National Automobile Dealers Association says that although 11 percent of dealership employees are unionized, it is more concerned with that ripple effect than with the direct effect of the bill.

"We are concerned about suppliers and vendors to the manufacturers, as well as getting the cars from the manufacturer to the dealership," an NADA spokesperson said. "We feel passage of this bill would increase labor unrest. If jobs are guaranteed, there is not the same amount of incentive to come to an agreement."

The UAW has said that getting this bill passed by the Senate is its main priority.

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New Pontiac ads focus on driver control

RAYMOND SERAFIN
Crain News Service

Lifestyle fluff is out at Pontiac.

For the sober 1990s, Pontiac is dropping images of people having fun in favor of product messages about driver control.

Pontiac's new style started with advertising for its new 1992 Bonneville on network TV and in *U.S. News & World Report*. Three 30-second TV spots focus on such attributes as anti-lock brakes, a driver-side air bag, powerful engines, traction control and advanced suspensions, a far cry from the MTV-like ads that marked Pontiac advertising during the late 1980s.

Pontiac began to edge away from that direction in the 1991 model year with a humorous campaign positioning its cars as an antidote to social scientists' predictions that the new decade would be "dullsville." But for the first half of this calendar year, Pontiac's car sales were off 21.5 percent, to 263,114, compared with the previous year; its share of the car market fell to 6.4 percent from 6.9 percent.

The division is shifting gears without dropping its "We build excitement" themeline, which is entering its 11th year.

"Pontiac stands for something, and that's worth a lot in a market where some are still casting about for what they stand for," said Mark Gjovik, executive vice president and group account director at Pontiac agency D'Arcy Masius Benton & Bowles in Bloomfield Hills, Mich. "But like any position that is long-term and enduring, it has to evolve.

"The Reagan era is definitely gone," Gjovik said, "The change from the '80s to the '90s was as significant a decade shift as you can find."

For instance, consumer concern about safety has been "a very sudden development," he said.

Pontiac is trying to meet that concern by stressing how the features of its cars help a driver stay in control of any situation.

The division wants to maintain its sporty image, but it is no longer enough to just present the image without explaining the underlying value, Gjovik said.

"The most important safety feature in any car is a driver in control," says the voice-over in one of the spots.

An introductory Bonneville shot shows a cover being blown off to reveal the car, but most of the visuals in that commercial and the other two feature shots on the road or on test tracks.

Head injuries 'possible' for drivers in small Toyotas

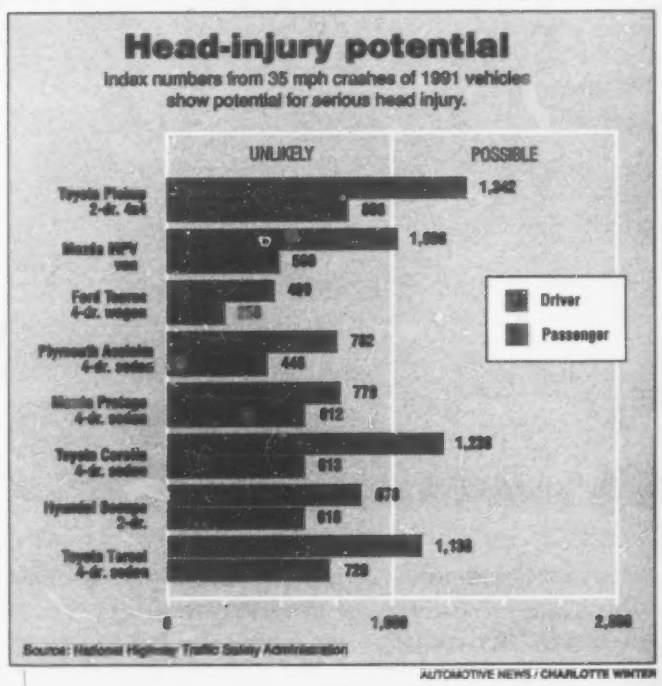
WASHINGTON — The government's latest round of 35-mph crashes indicates serious head injuries are "possible" for drivers of the Toyota Tercel and Toyota Corolla.

The two subcompacts are the only nameplates among 13 cars under 2,500 pounds to score above the 1,000 threshold, according to the National Highway Traffic Safety Administration. Scores below 1,000 indicate that injury is "unlikely." The agency says comparisons should be made only among vehicles in the same weight groups.

The Mazda MPV and Toyota 4x4 pickup also exceeded the 1,000 threshold for drivers. Scores tend to be higher for those types of vehicles. Seven of eight vans in NHTSA's bank of statistics have exceeded the 1,000 mark, as have seven of 11 pickups.

Meanwhile, the Ford Taurus wagon posted a 258 head-injury score for the front-seat passenger. It was the lowest passenger score among nine in NHTSA's list of cars weighing 3000 to 3,499 pounds.

The eight vehicles included in the latest scores are part of a group of 34 involved in the program for the 1991 model year. NHTSA's statistics also include projected scores for models that were crashed in previous years and have not been redesigned since.



AUTOMOTIVE NEWS / CHARLOTTE WINTER

NHTSA bills the tests as a "consumer information" program. Vehicles are crashed at 35 mph into a fixed barrier; the crash dummies are belted.

Vehicles must pass a 30-mph test to comply with federal safety standards.

SALES

FROM PAGE 3

imports dropped to 75 days from 80.

The dip in car inventory numbers was even more impressive — 1,627,463 domestic and imported autos in stock on Aug. 1, down from 1,844,493 on July 1. Production cutbacks for model changeovers contributed to the reduction.

The *Automotive News* inventory report now includes light trucks. On Aug. 1, the stockpile was 930,038 units, a 61-day supply. On July 1, it was 995,432, a 67-day supply.

Actual July car sales slipped 3.8 percent from last year, to 773,377; light trucks were off 6.0 percent, to 393,240.

Sales for General Motors, Chrysler Corp. and Ford Motor Co. all trailed last year's figures. Collectively, they were down 7.3 percent.

Japanese makes were up 6.4 percent for the month, with Toyota Motor Sales U.S.A. Inc. and Nissan Motor Corp. in U.S.A. posting substantial gains. Through July, the Japanese were down 5.9 percent.

The Big 3 lost 2.1 points of market share in July. Their share was 70.3 percent for the month. Japanese brands picked up 2.7 percentage points, good for a 26.1 percent market share.

July was the first time this year that Toyota (up 16.9 percent), Nissan (16.6 percent), Oldsmobile (9.6 percent), Hyundai (6.4 percent), BMW (3.2 percent) and Sterling (80.6 percent) posted higher sales than in the year-ago month. It was alast hurrah for Sterling Motor Cars; it is withdrawing from the U.S. market at the end of the 1991 model year.

Other makes that posted higher July sales were Buick (9.0 percent), Mitsubishi (36.7 percent), Acura (1.9 percent), Subaru (4.0 percent), Isuzu (36.4 percent), Suzuki (25.9 percent), Lexus (17.0 percent) and Infiniti (158.2 percent).

Infiniti's 5,441 sales were a monthly record. The number was 1,109 behind Lexus, the closest Infiniti ever has been to its rival.

While the industry's sales numbers continue to grow, stagnant consumer confidence continues to act as a brake on any faster improvement for the economy as a whole, according to a Conference Board survey.

Only 6.1 percent of consumers polled in July said they plan to buy a car in the next six months, compared to 8.8 percent in July 1990, before the Gulf war, the board said.

The survey pegged the Consumer Confidence Index at 77.7, compared to 78.0 in June and 101.7 in July 1990. The index uses 1985 attitudes as a baseline of 100.

Spielman elected GM vice president

DETROIT — Joseph D. Spielman was elected a vice president of General Motors and named general manager of the rear-wheel-drive product team at the Chevrolet-Pontiac-Canada Group last week.

Spielman replaces David D. Campbell, 61, who announced his retirement after 43 years with GM. The move is effective Sept. 1.

Spielman, 46, joined GM in 1963 at the Fisher Body No. 1 plant in Flint, Mich., while he was still a student. He was assigned to C-P-C headquarters as director of manufacturing engineering in 1984, and was named group manufacturing manager, his current post, in 1988.

U.S. CAR AND LIGHT-TRUCK SALES, JULY — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	125,427	129,681	16.2	16.1	100,728	117,250	25.6	28.0	226,155	246,931	19.4	20.2	-0.8	- 8.4
Ford	103,450	113,500	13.4	14.1	113,321	128,053	28.8	30.6	216,771	241,553	18.6	19.8	-1.2	-10.3
Toyota	70,556	57,903	9.1	7.2	26,692	25,310	6.8	6.1	97,248	83,213	8.3	6.8	1.5	16.9
Dodge	22,382	24,804	2.9	3.1	40,376	40,264	10.3	9.6	62,758	65,068	5.4	5.3	0.1	- 3.6
Nissan	41,247	36,879	5.3	4.6	18,745	14,592	4.8	3.5	59,992	51,471	5.1	4.2	0.9	16.6
Honda	53,427	68,006	6.9	8.5	—	—	—	—	53,427	68,006	4.6	5.6	-1.0	-21.4
Buick	52,293	47,979	6.8	6.0	—	—	—	—	52,293	47,979	4.5	3.9	0.6	9.0
Oldsmobile	48,199	44,888	6.2	5.6	3,653	2,441	0.9	0.6	51,852	47,329	4.4	3.9	0.6	9.6
Pontiac	47,355	55,307	6.1	6.9	2,204	2,959	0.6	0.7	49,559	58,266	4.2	4.8	-0.5	-14.9
Mercury	34,568	37,012	4.5	4.6	—	—	—	—	34,568	37,012	3.0	3.0	-0.1	- 6.6
Mazda	17,295	21,656	2.2	2.7	13,054	9,750	3.3	2.3	30,349	31,406	2.6	2.6	0.0	- 3.4
Plymouth	12,014	16,884	1.6	2.1	16,787	15,121	4.3	3.6	28,801	32,005	2.5	2.6	-0.1	-10.0
GMC	—	—	0.0	0.0	27,873	32,516	7.1	7.8	27,873	32,516	2.4	2.7	-0.3	-14.3
Jeep	—	—	0.0	0.0	17,575	18,019	4.5	4.3	17,575	18,019	1.5	1.5	0.0	- 2.5
Mitsubishi	14,187	8,360	1.8	1.0	2,449	3,807	0.6	0.9	16,636	12,167	1.4	1.0	0.4	36.7
Cadillac	15,398	18,153	2.0	2.3	—	—	—	—	15,398	18,153	1.3	1.5	-0.2	-15.2
Lincoln	14,622	16,022	1.9	2.0	—	—	—	—	14,622	16,022	1.3	1.3	-0.1	- 8.7
Acura	13,428	13,176	1.7	1.6	—	—	—	—	13,428	13,176	1.2	1.1	0.1	1.9
Hyundai	11,356	10,669	1.5	1.3	—	—	—	—	11,356	10,669	1.0	0.9	0.1	6.4
Subaru	10,686	10,276	1.4	1.3	—	—	—	—	10,686	10,276	0.9	0.8	0.1	4.0
VW	8,290	11,547	1.1	1.4	682	710	0.2	0.2	8,972	12,257	0.8	1.0	-0.2	-26.8
Chrysler	8,488	17,973	1.1	2.2	313	232	0.1	0.1	8,801	18,205	0.8	1.5	-0.7	-51.7
Saturn	8,538	0	1.1	0.0	—	—	—	—	8,538	0	0.7	0.0	0.7	—
Isuzu	819	386	0.1	0.0	6,977	5,329	1.8	1.3	7,796	5,715	0.7	0.5	0.2	36.4
Lexus	6,550	5,596	0.8	0.7	—	—	—	—	6,550	5,596	0.6	0.5	0.1	17.0
Volvo	5,765	8,036	0.7	1.0	—	—	—	—	5,765	8,036	0.5	0.7	-0.2	-28.3
Infiniti	5,441	2,107	0.7	0.3	—	—	—	—	5,441	2,107	0.5	0.2	0.3	158.2
Eagle	5,064	6,586	0.7	0.8	—	—	—	—	5,064	6,586	0.4	0.5	-0.1	-23.1
BMW	4,859	4,709	0.6	0.6	—	—	—	—	4,859	4,709	0.4	0.4	0.0	3.2
Mercedes	4,758	5,284	0.6	0.7	—	—	—	—	4,758	5,284	0.4	0.4	0.0	-10.0
Saab	2,167	3,632	0.3	0.5	—	—	—	—	2,167	3,632	0.2	0.3	-0.1	-40.3
Suzuki	554	533	0.1	0.1	1,377	1,001	0.4	0.2	1,931	1,534	0.2	0.1	0.0	25.9
Daihatsu	655	806	0.1	0.1	194	467	0.0	0.1	849	1,273	0.1	0.1	0.0	-33.3
Jaguar	833	1,410	0.1	0.2	—	—	—	—	833	1,410	0.1	0.1	0.0	-40.9
Audi	772	1,552	0.1	0.2	—	—	—	—	772	1,552	0.1	0.1	-0.1	-50.3
Sterling	493	273	0.1	0.0	—	—	—	—	493	273	0.0	0.0	0.0	80.6
Porsche	406	750	0.1	0.1	—	—	—	—	406	750	0.0	0.1	0.0	-45.9
Alfa Romeo	282	440	0.0	0.1	—	—	—	—	282	440	0.0	0.0	0.0	-35.9
Peugeot	279	337	0.0	0.0	—	—	—	—	279	337	0.0	0.0	0.0	-17.2
Yugo	279	559	0.0	0.1	—	—	—	—	279	559	0.0	0.0	0.0	-50.1
Range Rover	—	—	0.0	0.0	240	452	0.1	0.1	240	452	0.0	0.0	0.0	-46.9
Other*	195	245	0.0	0.0	—	—	—	—	195	245	0.0	0.0	0.0	-20.4
TOTAL	**773,377**	**803,916**	**100.0**	**100.0**	**393,240**	**418,273**	**100.0**	**100.0**	**1,166,617**	**1,222,189**	**100.0**	**100.0**	**0.0**	**- 4.5**
TOTAL BIG 3	**497,798**	**528,789**	**64.4**	**65.8**	**322,830**	**356,855**	**82.1**	**85.3**	**820,628**	**885,644**	**70.3**	**72.5**	**-2.1**	**- 7.3**
TOTAL JAPAN	**234,845**	**225,684**	**30.4**	**28.1**	**69,488**	**60,256**	**17.7**	**14.4**	**304,333**	**285,940**	**26.1**	**23.4**	**2.7**	**6.4**
TOTAL EUROPE	**29,378**	**38,774**	**3.8**	**4.8**	**922**	**1,162**	**0.2**	**0.3**	**30,300**	**39,936**	**2.6**	**3.3**	**-0.7**	**-24.1**
GM	297,210	296,008	38.4	36.8	134,458	155,166	34.2	37.1	431,668	451,174	37.0	36.9	0.1	- 4.3
Ford	152,640	166,534	19.7	20.7	113,321	128,053	28.8	30.6	265,961	294,587	22.8	24.1	-1.3	- 9.7
Chrysler	47,948	66,247	6.2	8.2	75,051	73,636	19.1	17.6	122,999	139,883	10.5	11.4	-0.9	-12.1
Toyota/Lexus	77,106	63,499	10.0	7.9	26,692	25,310	6.8	6.1	103,798	88,809	8.9	7.3	1.6	16.9
Honda/Acura	66,855	81,182	8.6	10.1	—	—	0.0	0.0	66,855	81,182	5.7	6.6	-0.9	-17.6
Nissan/Infiniti	46,688	38,986	6.0	4.8	18,745	14,592	4.8	3.5	65,433	53,578	5.6	4.4	1.2	22.1
VW/Audi	9,062	13,099	1.2	1.6	682	710	0.2	0.2	9,744	13,809	0.8	1.1	-0.3	-29.4
†Geo	*32,754*	*27,966*	*4.2*	*3.5*	*3,678*	*3,198*	*0.9*	*0.8*	*36,432*	*31,164*	*3.1*	*2.5*	*0.6*	*16.9*
*Made by Japan***	*273,527*	*258,725*	*35.4*	*32.2*	*72,538*	*64,239*	*18.4*	*15.4*	*345,284*	*321,838*	*29.6*	*26.3*	*3.3*	*7.3*

*Includes 1991 estimated sales of 80-Ferrari, 50-Rolls/Bentley, 27-Lotus, 20- Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 7 MONTHS — 1991 vs. 1990

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	740,832	874,336	15.1	15.5	636,860	775,764	26.0	27.2	1,377,692	1,650,100	18.7	19.4	-0.7	-16.5
Ford	644,786	813,520	13.1	14.4	701,560	853,470	28.7	29.9	1,346,346	1,666,990	18.3	19.6	-1.3	-19.2
Toyota	393,716	418,319	8.0	7.4	153,248	157,801	6.3	5.5	546,964	576,120	7.4	6.8	0.7	- 5.1
Dodge	193,266	199,178	3.9	3.5	274,306	307,382	11.2	10.8	467,572	506,560	6.4	6.0	0.4	- 7.7
Honda	380,980	430,537	7.8	7.6	—	—	—	—	380,980	430,537	5.2	5.1	0.1	-11.5
Pontiac	310,469	390,429	6.3	6.9	19,153	21,808	0.8	0.8	329,622	412,237	4.5	4.9	-0.4	-20.0
Buick	326,748	316,952	6.7	5.6	—	—	—	—	326,748	316,952	4.4	3.7	0.7	3.1
Nissan	220,042	253,501	4.5	4.5	99,336	103,062	4.1	3.6	319,378	356,563	4.3	4.2	0.1	-10.4
Oldsmobile	258,801	314,660	5.3	5.6	23,929	16,022	1.0	0.6	282,730	330,682	3.8	3.9	-0.1	-14.5
Mercury	226,464	233,879	4.6	4.1	—	—	—	—	226,464	233,879	3.1	2.8	0.3	- 3.2
Mazda	140,652	139,442	2.9	2.5	71,295	74,637	2.9	2.6	211,947	214,079	2.9	2.5	0.4	- 1.0
Plymouth	109,051	148,209	2.2	2.6	102,792	109,684	4.2	3.8	211,843	257,893	2.9	3.0	-0.2	-17.9
GMC	—	—	0.0	0.0	167,755	201,506	6.9	7.1	167,755	201,506	2.3	2.4	-0.1	-16.7
Cadillac	120,344	153,627	2.5	2.7	—	—	—	—	120,344	153,627	1.6	1.8	-0.2	-21.7
Mitsubishi	97,955	101,388	2.0	1.8	16,990	25,427	0.7	0.9	114,945	126,815	1.6	1.5	0.1	- 9.4
Lincoln	110,939	141,195	2.3	2.5	—	—	—	—	110,939	141,195	1.5	1.7	-0.2	-21.4
Jeep	—	—	0.0	0.0	101,703	121,211	4.2	4.3	101,703	121,211	1.4	1.4	0.0	-16.1
Acura	84,995	84,902	1.7	1.5	—	—	—	—	84,995	84,902	1.2	1.0	0.2	0.1
Chrysler	72,934	117,952	1.5	2.1	2,239	1,777	0.1	0.1	75,203	119,729	1.0	1.4	-0.4	-37.2
Hyundai	68,446	80,542	1.4	1.4	—	—	—	—	68,446	80,542	0.9	0.9	0.0	-15.0
Subaru	65,844	61,419	1.3	1.1	—	—	—	—	65,844	61,419	0.9	0.7	0.2	7.2
Isuzu	8,200	2,196	0.2	0.0	57,503	62,019	2.4	2.2	65,703	64,215	0.9	0.8	0.1	2.3
VW	57,682	79,995	1.2	1.4	3,610	4,367	0.1	0.2	61,292	84,362	0.8	1.0	-0.2	-27.3
Volvo	45,022	57,336	0.9	1.0	—	—	—	—	45,022	57,336	0.6	0.7	-0.1	-21.5
Lexus	34,848	34,035	0.7	0.6	—	—	—	—	34,848	34,035	0.5	0.4	0.1	2.4
Eagle	34,337	36,442	0.7	0.6	—	—	—	—	34,337	36,442	0.5	0.4	0.0	- 5.8
Saturn	33,858	0	0.7	0.0	—	—	—	—	33,858	0	0.5	0.0	0.5	—
Mercedes	33,177	42,591	0.7	0.8	—	—	—	—	33,177	42,591	0.5	0.5	-0.1	-22.1
BMW	28,798	36,196	0.6	0.6	—	—	—	—	28,798	36,196	0.4	0.4	0.0	-20.4
Infiniti	21,030	11,375	0.4	0.2	—	—	—	—	21,030	11,375	0.3	0.1	0.2	84.9
Saab	16,075	16,881	0.3	0.3	—	—	—	—	16,075	16,881	0.2	0.2	0.0	- 4.8
Suzuki	3,105	3,690	0.1	0.1	10,261	9,262	0.4	0.3	13,366	12,952	0.2	0.2	0.0	3.2
Audi	7,016	12,645	0.1	0.2	—	—	—	—	7,016	12,645	0.1	0.1	-0.1	-44.5
Daihatsu	3,877	6,701	0.1	0.1	1,845	2,850	0.1	0.1	5,722	9,551	0.1	0.1	0.0	-40.1
Jaguar	5,175	10,860	0.1	0.2	—	—	—	—	5,175	10,860	0.1	0.1	-0.1	-52.3
Porsche	2,844	5,881	0.1	0.1	—	—	—	—	2,844	5,881	0.0	0.1	0.0	-51.6
Alfa Romeo	2,364	1,828	0.0	0.0	—	—	—	—	2,364	1,828	0.0	0.0	0.0	29.3
Peugeot	2,240	2,713	0.0	0.0	—	—	—	—	2,240	2,713	0.0	0.0	0.0	-17.4
Sterling	1,878	2,609	0.0	0.0	—	—	—	—	1,878	2,609	0.0	0.0	0.0	-28.0
Range Rover	—	—	0.0	0.0	1,639	2,526	0.1	0.1	1,639	2,526	0.0	0.0	0.0	-35.1
Yugo	1,507	4,284	0.0	0.1	—	—	—	—	1,507	4,284	0.0	0.1	0.0	-64.8
Other*	1,515	1,715	0.0	0.0	—	—	—	—	1,515	1,715	0.0	0.0	0.0	0.0
TOTAL	**4,911,842**	**5,643,960**	**100.0**	**100.0**	**2,446,024**	**2,850,575**	**100.0**	**100.0**	**7,357,866**	**8,494,535**	**100.0**	**100.0**	**0.0**	**-13.4**
TOTAL BIG 3	**3,182,859**	**3,749,379**	**64.8**	**66.3**	**2,030,297**	**2,408,624**	**83.0**	**84.5**	**5,213,156**	**6,149,003**	**70.9**	**72.4**	**-1.5**	**-15.2**
TOTAL JAPAN	**1,455,244**	**1,547,505**	**29.6**	**27.4**	**410,478**	**435,058**	**16.8**	**15.3**	**1,865,722**	**1,982,563**	**25.4**	**23.3**	**2.0**	**- 5.9**
TOTAL EUROPE	**205,293**	**275,534**	**4.2**	**4.9**	**5,249**	**6,893**	**0.2**	**0.2**	**210,542**	**282,427**	**2.9**	**3.3**	**-0.5**	**-25.5**
GM	1,791,052	2,050,004	36.5	36.3	847,697	1,015,100	34.7	35.6	2,638,749	3,065,104	35.9	36.1	-0.2	-13.9
Ford	982,189	1,188,594	20.0	21.1	701,560	853,470	28.7	29.9	1,683,749	2,042,064	22.9	24.0	-1.2	-17.5
Chrysler	409,618	501,781	8.3	8.9	481,040	540,054	19.7	18.9	890,658	1,041,835	12.1	12.3	-0.2	-14.5
Toyota/Lexus	428,564	452,354	8.7	8.0	153,248	157,801	6.3	5.5	581,812	610,155	7.9	7.2	0.7	- 4.6
Honda/Acura	465,975	515,439	9.5	9.1	0	0	0.0	0.0	465,975	515,439	6.3	6.1	0.3	- 9.6
Nissan/Infiniti	241,072	264,876	4.9	4.7	99,336	103,062	4.1	3.6	340,408	367,938	4.6	4.3	0.3	- 7.5
VW/Audi	64,698	92,640	1.3	1.6	3,610	4,367	0.1	0.2	68,308	97,007	0.9	1.1	-0.2	-29.6
†Geo	*156,882*	*175,584*	*3.2*	*3.1*	*19,789*	*20,148*	*0.8*	*0.7*	*176,671*	*195,732*	*2.4*	*2.3*	*0.1*	*- 9.7*
*Made by Japan***	*1,648,968*	*1,756,050*	*33.6*	*31.1*	*426,961*	*463,846*	*17.5*	*16.3*	*2,071,037*	*2,212,993*	*28.1*	*26.1*	*2.1*	*- 6.4*

*Includes 1991 estimated sales of 560-Ferrari, 500-Rolls/Bentley, 189-Lotus, 140-Maserati, 91-Lamborghini and 35-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.

DOMESTIC CAR SALES, JULY & YTD

	July 1991	July 1990	Jan. 1 to July 31, 1991	Jan. 1 to July 31, 1990
Summit	743	0	4,258	0
Talon	2,367	2,248	18,375	18,165
Premier	1,173	3,212	7,012	12,013
Total Eagle	**4,283**	**5,460**	**29,645**	**27,064**
Horizon	122	746	505	10,510
Laser	2,470	2,904	17,393	27,216
Sundance	3,328	4,505	25,034	34,725
Reliant	0	0	0	2,371
Acclaim*	4,527	6,924	56,858	61,200
Total Plymouth	**10,447**	**15,079**	**99,790**	**136,022**
LeBaron A*	1,217	3,653	10,356	19,150
LeBaron J	2,069	6,058	24,319	37,687
LeBaron GTS	0	0	0	1,544
Fifth Avenue (rwd)	0	0	0	740
Fifth Avenue (fwd)	3,252	2,117	23,023	19,808
Imperial	772	824	6,176	7,040
New Yorker C	1,132	5,097	8,291	28,768
Total Chrysler	**8,442**	**17,749**	**72,165**	**114,737**
Omni	148	689	561	10,389
Shadow	5,747	5,718	42,901	40,235
Monaco	1,419	1,790	5,329	4,526
Daytona	1,048	3,077	8,915	21,631
Aries	0	0	0	1,915
Lancer	0	0	0	1,081
Spirit*	4,037	5,245	48,603	50,852
Dynasty	6,403	6,141	64,268	55,574
Total Dodge	**18,802**	**22,660**	**170,577**	**186,203**
CHRYSLER CORP.	**41,974**	**60,948**	**372,177**	**484,026**
Escort*	28,771	20,826	145,581	163,211
Mustang	8,631	11,438	47,793	76,222
Tempo	13,073	18,055	106,573	136,082
Taurus	25,653	24,479	181,605	191,486
Thunderbird	7,062	9,516	45,352	66,013
Probe	10,865	14,952	52,708	78,868
Crown Victoria	6,429	8,991	43,028	66,845
Total Ford Div.	**100,484**	**108,257**	**622,640**	**778,727**
Topaz	5,749	6,490	36,221	46,755
Sable	8,880	9,962	60,377	58,868
Cougar	5,396	7,084	34,122	49,654
Grand Marquis	7,794	8,246	57,113	51,952
Total Mercury	**27,819**	**31,782**	**187,833**	**216,532**
Continental	3,944	4,588	31,418	36,778
Town Car	9,827	9,780	73,880	89,835
Mark VII	851	1,654	5,641	14,582
Total Lincoln	**14,622**	**16,022**	**110,939**	**141,195**
Total L-M Div.	**42,441**	**47,804**	**298,772**	**357,727**
FORD MOTOR CO.	**142,925**	**156,061**	**921,412**	**1,136,454**
Skyhawk	0	118	0	827
Roadmaster	4,857	0	18,622	0
Somerset/Skylark	2,712	6,523	46,369	60,163
Century*	15,918	9,082	78,132	67,577
Regal	11,785	10,518	66,916	47,658
LeSabre	6,089	13,474	54,886	93,658
Reatta	185	835	1,614	4,278
Electra/Park Ave.	9,818	5,373	51,505	30,088
Riviera	929	2,056	8,704	12,703
Total Buick	**52,293**	**47,979**	**326,748**	**316,952**
Allante	281	409	1,777	2,069
Seville	719	2,969	17,855	24,611
DeVille	11,880	11,349	78,809	91,311
Brougham	1,629	1,656	12,747	21,289
Eldorado	889	1,770	9,156	14,347
Total Cadillac	**15,398**	**18,153**	**120,344**	**153,627**
Geo Metro	5,830	4,184	39,239	14,975
Geo Prizm	16,454	13,167	58,940	69,941
Cavalier*	24,968	21,874	176,139	173,106
Camaro	5,345	9,389	30,755	51,362
Celebrity	2	3,987	613	23,711
Corsica/Beretta	26,706	24,839	146,506	187,086
Lumina	23,042	20,768	139,176	140,947
Caprice	11,132	17,404	80,056	107,223
Corvette	1,478	2,454	10,705	15,317
Total Chevrolet	**114,957**	**119,086**	**682,129**	**783,668**
Calais	3,776	9,971	37,352	63,500
Cutlass Ciera*	17,501	9,960	82,416	85,897
Cutlass Supreme	8,294	5,886	55,574	62,544
88	9,775	11,312	43,781	61,502
98	8,481	6,055	34,601	31,581
Toronado	372	1,704	4,877	9,636
Total Oldsmobile	**48,199**	**44,888**	**258,801**	**314,660**
Sunbird	9,164	8,960	58,030	65,496
Firebird	2,937	4,172	14,305	25,598
Grand Am	9,684	17,937	100,520	132,299
Pontiac 6000	1,763	2,745	19,859	29,165
Grand Prix	11,671	9,958	62,601	72,473
Bonneville H	7,966	5,197	33,416	39,727
Total Pontiac	**43,185**	**48,969**	**288,731**	**364,758**
Total Saturn	**8,538**	**0**	**33,858**	**0**
GENERAL MOTORS	**282,570**	**279,055**	**1,710,611**	**1,933,665**
Civic	17,294	15,969	85,033	118,959
Accord	22,960	28,161	192,818	163,412
HONDA	**40,254**	**44,130**	**277,851**	**282,371**
MX-6	870	2,194	16,949	18,601
626	4,005	5,293	36,691	23,385
MAZDA	**4,875**	**7,487**	**53,640**	**43,140**
Eclipse	4,174	3,470	32,310	30,761
Mirage	2,531	31	12,344	31
MITSUBISHI	**6,705**	**3,501**	**44,654**	**30,792**
NISSAN Sentra*	**11,001**	**9,349**	**72,023**	**57,909**
Corolla	16,323	10,632	74,103	27,409
Camry	25,951	17,348	118,840	36,224
TOYOTA	**42,274**	**27,980**	**192,943**	**203,285**
SUBARU Legacy	**6,063**	**1,985**	**30,222**	**4,911**
SUZUKI Swift	**80**	**0**	**436**	**0**
DOMESTIC TOTAL	**578,721**	**599,479**	**3,675,969**	**4,156,553**
IMPORT TOTAL	**194,656**	**213,448**	**1,235,874**	**1,487,487**
INDUSTRY TOTAL	**773,377**	**863,918**	**4,911,843**	**5,643,960**

*Includes units produced in Mexico.

STERLING

FROM PAGE 1

Braman Enterprises in 1987.

Entrepreneur Norman Braman, who recruited many of his fellow Cadillac dealers to sell Sterling, launched Austin Rover Cars of North America during the peak of the European luxury car boom in the United States. Sterling sales reached 14,171 in 1987 but fell every year through 1990, when 4,015 were sold. Through July of this year, Sterling sales were 1,878, down 28.0 percent from 1990.

Auto analyst Karl Ludvigsen of Ludvigsen and Associates in London said the decision on Sterling was "sensible" in light of "the dramatic and complicated challenges of the European market in the next century. They have the Japanese to contend with. They intend to concentrate on Europe."

The Sterling car itself was based on the Acura Legend and born out of a joint venture in England between the Rover Group and Honda Motor Co. Honda replaced the Legend last fall, but Rover wasn't involved. Sterling had planned to introduce a revamped version of its five-year-old car in the 1992 model year. A convertible was expected to follow.

Industry analysts in England believe that the impending launch played a role in Rover's decision to quit the United States now. The European version, sold as the Rover 800, will go on sale in November.

"They had to weigh costs of marketing the new car (along with) staying in the market and building the image of the marque," said Peter Caldwell of Barclays de Zoete Wedd. "Presumably, they are not making any money with the present Sterling and, with the additional costs inevitable in a new launch, decided to cut now."

Sterling's quality was spotty initially, including the electrical problems British cars have been notorious for. Another time, the company was horrified to find that a batch of leather interiors was turning green in the tropical Miami sun.

Rover bought out Braman Enterprises in 1988 and renamed the company in 1989. Customer and dealer satisfaction improved, but the company never really recovered from its early quality problems and its fuzzy image.

A Rover Group spokesman said the company has no plans to sell cars again in the United States.

Sterling has 117 U.S. employees. About 10 percent will be laid off immediately, but the rest — including President Graham J. Morris — will stay in place for the time being while the company restructures itself into a parts-and-service-only subsidiary, said Sterling spokesman Michael Geylin.

Range Rover of North America and the Sterling parts and service subsidiary will be part of a new umbrella company, to be called Rover Group USA. Range Rover will continue to be separate from Sterling. Before last week's announcement, it had been long rumored for Rover Group would some day merge Sterling Motor Cars and Range Rover of North America.

Analyst Ludvigsen said it made sense for Rover to keep its Range Rover sport-utility operations in the United States, where the company has carved out a small but solid niche. "The U.S. is a good market for Range Rover, and Rover knows it," he said.

Sterling's 124 dealers have about 1,000 cars left in inventory, and the company has none, Geylin said.

Greg Ehlers, owner of Ehlers Sterling in Los Angeles and chairman of the Sterling dealer council, said Sterling followed the bad news with a long list of actions to soften the blow, like a 5 percent hike in warranty reimbursements and a promise to pay dealers 100 percent for parts, tools and signs if they decide to drop the franchise. Peugeot's dealers were in the dark on such matters last week.

Correspondents Ed Wendt and Vaughn Freeman in London contributed to this report.

STERLING SALES

1987	14,171
1988	8,901
1989	5,907
1990	4,015
1991*	1,878

*Through July

LIGHT-DUTY TRUCK SALES, JULY & YTD

	July 1991	July 1990	7 Mos., 1991	7 Mos., 1990
Town & Country	313	232	2,239	1,777
Total Chrysler	**313**	**232**	**2,239**	**1,777**
Vans	4,416	5,621	28,762	36,543
Ram Wagon	1,756	1,991	12,244	15,494
Caravan	18,756	16,887	123,919	124,774
Caravan C/V	589	733	6,453	8,458
Ram 50	293	785	2,567	7,548
Raider	0	0	0	1,092
Ramcharger	436	1,096	3,672	7,021
Dakota	7,048	5,863	47,364	47,645
Pickups	7,082	7,288	49,325	58,807
Total Dodge	**40,376**	**40,264**	**274,306**	**307,382**
Voyager	16,787	15,121	102,792	109,684
Total Plymouth	**16,787**	**15,121**	**102,792**	**109,684**
Wrangler	5,234	5,478	28,624	2,065
Cherokee	11,419	10,617	66,610	73,657
Grand Wagoneer	423	723	2,473	4,020
Comanche	499	1,201	3,996	8,869
Total Jeep	**17,575**	**18,019**	**101,703**	**121,211**
CHRYSLER CORP.	**75,051**	**73,636**	**481,040**	**540,054**
Vans	10,822	15,265	61,559	95,589
Aerostar	14,347	16,528	89,909	114,044
Club Wagon	1,659	1,550	13,040	13,316
Ranger	22,421	25,886	145,393	170,560
Bronco	2,187	3,974	15,331	32,606
Bronco II/Explorer	22,333	18,397	144,912	86,585
Pickups	39,552	46,453	231,416	340,770
FORD MOTOR CO.	**113,321**	**128,053**	**701,560**	**853,470**
Vans	8,861	10,599	48,835	66,143
Sportsvan	654	943	5,874	6,027
Geo Tracker*	3,678	3,198	19,789	20,148
Astro	8,170	11,262	67,445	78,500
Lumina APV	4,812	6,873	30,041	39,072
S10	19,620	21,038	125,228	116,495
S10 Blazer	11,274	14,439	71,207	88,718
Blazer	917	1,334	6,499	10,928
Suburban	3,873	4,886	23,713	35,687
Pickups	36,037	40,065	226,671	297,916
P-Model	2,832	2,613	11,558	16,130
Total Chevrolet	**100,728**	**117,250**	**636,850**	**775,764**
Vans	3,478	4,015	19,424	23,538
Safari	3,605	3,708	20,635	21,012
S15/Sonoma	4,153	4,442	26,746	25,911
S15 Jimmy	2,768	3,802	17,170	21,961
Jimmy	211	370	1,669	3,165
Suburban	1,783	2,270	9,733	14,921
Pickups	11,458	13,597	70,139	88,661
P Model	340	205	1,497	1,609
W4	77	107	742	728
Total GMC	**27,873**	**32,516**	**167,755**	**201,506**
Silhouette	2,618	2,441	17,636	16,022
Bravada	1,035	0	6,293	0
Total Oldsmobile	**3,653**	**2,441**	**23,929**	**16,022**
Trans Sport	2,204	2,959	19,153	21,808
Total Pontiac	**2,204**	**2,959**	**19,153**	**21,808**
GENERAL MOTORS	**134,458**	**155,166**	**847,697**	**1,015,100**
DAIHATSU Rocky	**194**	**467**	**1,845**	**2,850**
Pickup*	1,707	2,428	23,202	26,725
Amigo	736	867	4,740	6,495
Trooper	2,575	2,012	15,326	28,777
Rodeo*	1,959	22	14,235	22
ISUZU	**6,977**	**5,329**	**57,503**	**62,019**
Pickup	6,725	5,330	33,683	50,877
MPV	5,408	4,420	31,739	23,760
Navajo*	921	0	5,873	0
MAZDA	**13,054**	**9,750**	**71,295**	**74,637**
Pickup	1,680	2,135	11,109	17,220
Montero	769	1,621	5,824	7,699
Van	0	51	57	508
MITSUBISHI	**2,449**	**3,807**	**16,990**	**25,427**
Pickup*	14,584	11,241	76,312	79,106
Pathfinder	4,156	2,514	21,925	17,676
Axxess	5	646	309	4,909
Van	0	10	5	49
Hawaii	0	181	785	1,322
NISSAN	**18,745**	**14,592**	**99,336**	**133,062**
RANGE ROVER	**240**	**452**	**1,639**	**2,526**
Samurai	396	644	3,040	3,489
Sidekick*	981	357	7,221	5,773
SUZUKI	**1,377**	**1,001**	**10,261**	**9,262**
Pickups	16,581	16,019	92,307	104,068
Previa	5,126	4,808	31,613	21,972
4Runner	4,234	3,971	24,565	28,331
Land Cruiser	751	510	4,763	3,207
Van	0	2	0	223
TOYOTA	**26,692**	**25,310**	**153,248**	**157,801**
VOLKSWAGEN Vanagon	**682**	**710**	**3,610**	**4,367**
IMPORTS	**76,410**	**61,417**	**415,727**	**441,951**
INDUSTRY TOTAL	**393,240**	**418,273**	**2,448,824**	**2,989,575**

*Includes domestic vehicles

Sales charts compiled by Karen Dethowski

Pontiac ups Bonneville rebate to $2,500

ARLENA SAWYERS
Staff Reporter

Eager to make way for its redesigned 1992 Bonneville, Pontiac added $1,000 to the customer incentive on the 1991 model.

Nissan Motor Corp. in U.S.A. became the first manufacturer to announce an incentive that extends into the 1992 calendar year, and Toyota Motor Sales U.S.A. Inc. and Mazda Motor of America Inc. added new programs.

Pontiac is paying a consumer rebate of $2,500 on its 1991 Bonneville, up from the $1,500 it announced July 8.

Toyota is including some 1989 cars and trucks in its dealer rebates. Until Sept. 3, Toyota is paying dealers $700 to $900 on 1989, 1990 and 1991 Camrys and Corollas and $500 to $1,200 on 1989, 1990 and 1991 trucks. Payments are based on the dealer's performance against quota.

Through Oct. 2, 1991, **Nissan** is offering dealers $2,500 to $4,000 on the 1991 300ZX, based on performance against quota.

After Oct. 2, the payments on the 300ZX will be $2,500 to $3,500 until Feb. 2, 1992.

Also through Oct. 2, Nissan dealers earn $400 on sales of the 1991 Sentra. On the 1991 Stanza, Maxima and 240SX dealers receive $600 to $1,800 plus a bonus of $300 per sale when they reach 100 percent of their quotas.

California dealers earn a flat payment of $1,500 on sales of 1991 Nissan trucks. All other dealers receive $1,200 on 1991 Nissan trucks and $1,000 on Pathfinder plus a bonus of $200 and $400 for meeting their quotas.

Bonus payments on cars (except 300ZX) and trucks are retroactive to the first sale.

Mazda offers customers $800 on the 1991 Protege and $1,000 on the 1991 626 or 5.9 percent financing for up to 36 months.

Also, Mazda is paying dealers $500 for sales of the 1991 MX-6 and $2,000 for sales of the 1991 RX-7 and 929. The dealer incentive is $500 on the MPV and $750 on the Navajo.

Special Correspondent Darrell Pressley contributed to this report.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

MAZDA (1991 models; expires Sept. 4 on 626, Oct. 2 on Protege; 5.9 percent loans offered in lieu of rebates)

Protege	$800
626	$1,000

CONTINUING PROGRAMS

CHRYSLER CORP.
Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.

Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91)	$1,500
LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Monaco (1990-91), Dynasty (1991)	$1,500
Shadow conv. (1991)	$1,000
Spirit (1990-91)	$1,000
Colt Vista (1990)	$1,000
Colt GL (1991), Colt (1990), Shadow (1990), Daytona (1990-91)	$700
Shadow Highline (1991)	$500
Colt Vista (1991)	$500
Colt base (1991)	$400
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1990-91)	$1,500
Talon (1990)	$1,000
Talon TSi (1991)	$1,000
Other Talon (1991)	$700
Summit (1991, except base), all Summit (1990)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1990-91), Laser (1990), Colt Vista (1990)	$1,000
Laser RS Turbo (1991)	$1,000
Other Laser (1991)	$700
Colt GL (1991), Colt (1990), Sundance (1990)	$700
Sundance Highline (1991), Colt Vista (1991)	$500
Colt base (1991)	$400
All minivans (1991)	$500
All minivans (1990)	$1,500

FORD MOTOR CO.
(1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.)

Ford Festiva, Mustang	$500-1,000
Escort	$500-750
Tempo, Probe, Thunderbird	$1,000
Taurus SHO	$1,600
Other Taurus	$750-1,250
F series, Econoline	$500-1,000
Ranger	$1,000
Bronco	$1,500
Aerostar	$1,000-2,000
Mercury Tracer	$500-750
Topaz, Cougar, Capri	$1,000
Sable	$750-1,250
Lincoln Town Car, Continental, Mark VII	$2,000

GENERAL MOTORS
Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC. Geo Prizms delivered by July 30 can be financed at 2.9 percent.

Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000
*Based on option package ordered.	
Cadillac Seville, Eldorado	$1,500
DeVille, Fleetwood	$2,000
Brougham	$2,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC	
G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Cruiser, Bravada	$1,200
Cutlass Ciera, 98	$1,500
Toronado	$2,000
Pontiac (1991)	
Grand Am, Trans Sport	$750
Firebird, Grand Prix	$1,000
Bonneville	$2,500

HYUNDAI (expires Oct. 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded

MITSUBISHI
(1990-91 models; expires Sept. 30 in California and Hawaii, Aug. 31 elsewhere)

Mirage (national)	$750
Galant, Eclipse (Hawaii)	$1,000
Trucks (Hawaii)	$1,250-1,500

SUBARU (expires Oct. 2)

Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

INCENTIVE WATCH
DEALER INCENTIVES

NEW PROGRAM

MAZDA (1991 models; expires Oct. 2 on Navajo, Sept. 4 on others)

MX-6, MPV	$500
Navajo	$750
929, RX-7	$2,000

NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)

Sentra	$450
240SX	$600-900, quota
Maxima	$800-1,100, quota
Stanza	$1,800-2,100, quota
300ZX	$2,500-4,000, quota
Pathfinder	$1,000-1,400, quota
Trucks	$1,200-1,400, quota
Trucks (Calif. only)	$1,500

TOYOTA (1989-90-91 models; expires Sept. 4)

Corolla, Camry	$700-900, quota
Trucks	$500-1,200, quota

CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

AUDI (expires Sept. 30)

100/200	$2,000-3,500

CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)

Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Minivans (1991) without air bags	$500

FORD MOTOR CO. (expires Sept. 30)

Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000

GENERAL MOTORS

Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Oldsmobile (expires Sept. 25) Eighty Eight (1991)	$1,000

HONDA (expires Sept. 3)

Civic 4-dr. (1991)	$400

HYUNDAI (expires Oct. 2)

Sonata SE, Scoupe SE (1991)	$100-300, based on sales

ISUZU (1991 models, expires Sept. 16)

Cars	$700-1,500
Trucks	$700-1,800

MERCEDES-BENZ (1991 models, no expiration date listed)

300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000

MITSUBISHI (1990-91 models; expires Sept. 30 in California and Hawaii; Aug. 30 elsewhere; payments vary by regions.)

Mirage	$250-750
Eclipse	$200-1,500
Galant	$200-2,000
Trucks	$200-1,500

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires Oct. 3)

Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000

VOLKSWAGEN

All cars (1990, no expiration date)	$500-1,500

VOLVO (expires Aug. 18)

740 and 940 (1991)	$1,500

DOMESTIC AND IMPORTED CAR & LIGHT TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Day's Supply Aug. 1, 1991	Day's Supply July 1, 1991
ALFA ROMEO (imp.)	1,880	136	111
Acura (imp.)	33,000	62	60
Domestic car	70,700	46	32
Imported car	27,800	56	56
Honda	98,500	46	37
AMERICAN HONDA	131,500	51	40
BMW (imp.)	9,500	58	59
Summit	5,100	177	174
Talon	9,000	99	79
Premier	1,900	39	45
Wrangler (trk.)	8,700	43	51
Cherokee (trk.)	24,000	55	76
Grd. Wagoneer (trk.)	700	43	66
Comanche (trk.)	2,900	151	141
Total Jeep-Eagle	15,900	96	92
Total Jeep-Eagle (imp.)	5,300	157	175
Total Jeep-Eagle (trk.)	36,300	54	70
Horizon	0	0	98
Laser	10,500	110	89
Sundance	15,600	122	87
Acclaim	17,000	98	51
Voyager (trk.)	30,400	47	56
Total Plymouth	43,100	107	88
Total Plymouth (trk.)	30,400	47	56
LeBaron A	4,800	102	70
LeBaron J	5,700	71	53
Fifth Avenue	7,700	62	59
Imperial	2,100	72	60
New Yorker C	2,800	64	70
Town & Country (trk.)	300	25	34
Total Chrysler Div.	23,100	71	68
Total Chrysler Div. (imp.)	19,800	99	107
Total Chrysler Div. (trk.)	300	25	34
Omni	0	0	106
Shadow	19,900	90	67
Monaco	1,400	26	32
Daytona	6,700	165	140
Spirit	15,100	97	54
Dynasty	10,300	42	36
Vans (trk.)	10,300	61	69
Ram Wagon (trk.)	1,500	22	30
Caravan (trk.)	30,800	42	42
Caravan C/V (trk.)	600	26	26
Ram 50 (imp. trk.)	2,900	257	166
Raider (imp. trk.)	0	0	0
Ramcharger (trk.)	2,200	131	124
Dakota (trk.)	16,200	60	62
Pickups (trk.)	27,000	90	103
Total Dodge	53,400	74	55
Total Dodge (imp.)	5,900	107	95
Total Dodge (trk.)	88,400	58	59
Total domestic car	135,500	84	82
Total imported car	38,800	134	124
Total domestic truck	155,400	55	61
CHRYSLER CORP.	321,700	97	93
Imported car	1,100	31	37
Imported truck	300	38	47
DAIHATSU	1,400	33	37
Escort	60,900	55	86
Mustang	22,900	69	79
Tempo	35,800	71	70
Taurus	49,100	50	54
Thunderbird	19,800	73	101
Probe	15,300	37	54
Crown Victoria	21,800	88	88
Vans (trk.)	29,300	70	85
Aerostar (trk.)	26,600	48	51
Club Wagon (trk.)	1,600	25	23
Ranger (trk.)	49,700	58	65
Bronco (trk.)	2,100	25	72
Explorer (trk.)	105,700	69	89
Pickups (trk.)	105,700	69	89
Total Ford Div.	225,600	58	71
Total Ford Div. (imp.)	15,700	129	132
Total Ford Div. (trk.)	256,900	59	70
Topaz	8,500	38	55
Sable	14,500	42	37
Cougar	16,000	77	75
Grand Marquis	19,700	66	61
Total Mercury	58,700	55	53
Total Mercury (imp.)	24,400	88	110
Continental	7,300	46	46
Town Car	13,600	36	34
Mark VII	2,600	79	84
Total Lincoln	23,500	42	40
Total L-M Div.	82,200	50	49
Total domestic car	367,000	86	84
Total imported car	40,100	107	122
Total domestic truck	257,000	59	70
FORD MOTOR CO.	663,500	69	67
Somerset/Skylark	7,400	71	64
Century	13,200	22	35
Regal	19,300	43	56
LeSabre	13,800	59	59
Roadmaster	6,800	47	33
Reatta	700	98	105
Electra/Park Ave.	18,900	50	62
Riviera	2,800	73	75
Total Buick	63,700	62	61
Allante	1,200	111	93
Seville	2,800	101	39
DeVille	26,200	57	59
Brougham	8,700	139	144
Eldorado	2,800	82	80
Total Cadillac	41,700	78	67
Geo Prizm	16,500	26	57
Cavalier	37,000	30	44
Camaro	16,000	78	82
Celebrity	0	0	10
Corsica/Beretta	31,000	30	38
Lumina	23,800	27	30
Caprice	28,100	66	72
Corvette	4,700	83	74
Vans (trk.)	27,100	80	91
Sportsvan (trk.)	1,600	64	38
Geo Tracker (trk.)	10,400	74	84
Astro (trk.)	18,000	57	44
Lumina APV (trk.)	7,300	39	56
S10 (trk.)	50,100	66	70
S10 Blazer (trk.)	26,500	61	78
Blazer (trk.)	2,100	60	64
Suburban (trk.)	8,200	55	62
Pickups (trk.)	104,900	76	88
Total Chevrolet	157,700	36	44
Total Chevrolet (imp.)	57,400	143	134
Total Chevrolet (trk.)	258,200	66	73
Calais	14,000	96	187
Cutlass Ciera	16,300	24	19
Cutlass Supreme	20,000	63	61
88	24,500	65	170
98	15,000	46	87
Toronado	1,000	70	65
Silhouette (trk.)	4,600	46	66
Bravada (trk.)	4,900	123	141
Total Oldsmobile	90,000	49	62
Total Oldsmobile (trk.)	9,500	66	91
Sunbird	16,300	46	57
Firebird	7,400	66	96
Grand Am	22,000	59	60
Pontiac 6000	2,500	37	22
Grand Prix	14,600	33	42
Bonneville	9,500	31	84
Trans Sport (trk.)	5,900	70	68
Total Pontiac	72,300	44	54
Total Pontiac (imp.)	9,900	46	60
Total Pontiac (trk.)	5,900	70	68
Vans (trk.)	11,100	83	115
Safari (trk.)	8,600	62	66
S15/Sonoma (trk.)	14,900	93	87
S15 Jimmy (trk.)	8,800	83	105
Jimmy (trk.)	2,800	320	280
Suburban (trk.)	4,400	64	71
Pickups (trk.)	38,500	87	80
Total GMC (trk.)	88,900	83	90
Total Saturn	15,100	46	51
Total domestic car	462,300	43	51
Total imported car	67,300	139	118
Total domestic truck	360,500	70	77
GENERAL MOTORS	890,100	53	56
HYUNDAI (imp.)*	35,100	76	86
Imported car	9,400	301	100
Truck (dom./imp.)	38,000	142	97
ISUZU	47,400	100	89
JAGUAR (imp.)	2,700	75	77
Domestic car	17,200	92	88
Imported car	25,100	62	55
Truck (dom./imp.)	26,100	52	54
MAZDA	68,400	62	46
MERCEDES-BENZ (imp.)	11,900	53	62
Domestic car	17,000	66	64
Imported car	23,900	80	73
Imported truck	10,700	114	117
MITSUBISHI	51,000	79	74
Infiniti (imp.)	4,700	26	28
Domestic car	19,100	45	61
Imported car	110,100	71	113
Truck (dom./imp.)	42,000	58	68
Nissan	171,200	62	97
NISSAN MOTOR CORP.	175,900	59	92
PEUGEOT (imp.)	900	54	56
PORSCHE (imp.)	2,000	115	110
RANGE ROVER (imp. trk.)	900	39	106
SAAB (imp.)	4,000	69	77
STERLING (imp.)	700	56	61
Domestic car	20,800	80	87
Imported car	14,600	111	79
SUBARU	35,400	90	84
Car (dom./imp.)	2,300	104	170
Truck (dom./imp.)	4,400	83	66
SUZUKI	6,700	85	70
Lexus (imp.)	6,500	26	25
Domestic car	19,500	12	37
Imported car	43,600	46	42
Imported truck	32,800	32	35
Toyota	95,900	26	30
TOYOTA MOTOR SALES	102,400	26	30
Audi (imp.)	7,500	224	140
Volkswagen (imp.)	42,700	146	122
VWoA	50,200	162	118
VOLVO (imp.)*	25,100	104	90
YUGO (imp.)	1,000	94	111
Domestic car	1,900,000	48	54
Imported car	585,000	78	80
TOTAL CAR	1,825,400	56	60
Domestic truck	771,000	62	68
Imported truck	150,100	59	66
TOTAL TRUCK	920,000	61	66
TOTAL STOCKS	2,805,400	58	62

PRODUCTION

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	8/12	*
Chrysler Fifth Ave.		
Chrysler Imperial		
Chrysler New Yorker		
Dodge Dynasty		
Windsor, Ontario (Pillette Road)	8/12	
Dodge Ram Van		1,273
Dodge Ram Wagon		575
GENERAL MOTORS		
Bowling Green, Ky.	8/12	*
Chevrolet Corvette		
Lansing, Mich. (A Plant)	8/12	*
Buick Skylark		
Oldsmobile Calais		
Lansing, Mich. (B Plant)	8/12, 8/19, 8/26, 9/2	*
Pontiac Grand Am		
Wilmington, Del.	8/12, 8/19, 8/26	*
Chevrolet Corsica		
Chevrolet Beretta		
Total Canada truck		1,848
Total units lost week of 8/12		1,848

*Model changeover
Source: Automotive News Data Center

GM plans joint venture in Nigeria

ROBIN-LYN RAIMEY
Special Correspondent

General Motors has agreed to set up a joint-venture company with UAC of Nigeria PLC, a Lagos-based truckmaker, to assemble and distribute commercial vehicles in Nigeria.

GM said it plans to buy into an existing assembly plant in order to form a new company, GM Nigeria Ltd. GM will hold 30 percent of the new company, UAC will have 60 percent and the employees, 10 percent. The company currently services the domestic market, but intends to export to other countries.

"This agreement will expand GM's presence in West Africa and act as a catalyst for increased business opportunities in the future," Greg DeYonker, executive director of GM's African Operations, said in a prepared statement. He expects GM to complete the deal in the next month.

Production is estimated at 1,500 units for the 1991 calendar year, with a gradual increase to an expected capacity of 8,000.

The value of the agreement has not been disclosed.

Initial production will include a range of light commercial vehicles and heavy trucks and buses, with expansion to passenger vehicles as soon as possible.

"I am very optimistic about passenger cars," DeYonker said in an interview. "I see a reasonable potential to get up to capacity."

The plant currently assembles complete knockdown kits, the majority supplied by Isuzu in Japan. A smaller number of heavy truck kits come from AWD of the United Kingdom and GM do Brazil.

GM's North American vehicles will be considered for future production, DeYonker said.

GM Nigeria Ltd. will be based just outside of Lagos, Nigeria, in the port city of Apapa. Lagos-headquartered UAC, one of the largest and most successful companies in Nigeria's private sector, currently has 25 dealer locations.

GM's relationship with UAC dates to 1952 when UAC assembled Bedford-designed heavy-duty trucks for sale in Nigeria.

U.S. CAR

	Week Ended Aug. 10, 1991	Week Ended Aug. 3, 1991	July Total	Jan. 1 to Aug. 10, 1991	Jan. 1 to Aug. 11, 1990
Horizon	0	0	0	0	4,327
Sundance	2,050	1,848	4,889	30,905	48,313
Acclaim	0	0	4,612	48,338	60,542
Total Plymouth	**2,050**	**1,848**	**9,501**	**79,243**	**113,182**
LeBaron A	0	0	0	0	8,064
LeBaron J	0	0	82	18,697	29,866
N. Yorker C-Class	0	0	658	4,773	25,448
Fifth Avenue	0	0	2,889	20,697	16,485
Imperial	0	0	541	4,563	12,553
Total Chrysler	**0**	**0**	**4,170**	**48,730**	**92,416**
Omni	0	0	0	0	4,078
Daytona	0	0	50	4,936	19,962
Shadow	2,000	1,862	5,755	36,115	55,635
Dynasty	0	0	4,628	66,450	67,615
Spirit	0	0	3,647	43,369	55,893
Total Dodge	**2,000**	**1,862**	**14,080**	**150,870**	**203,183**
CHRYSLER CORP.	**4,050**	**3,710**	**27,751**	**278,843**	**408,781**
Escort	5,400	5,266	15,035	123,597	130,781
Mustang	3,493	3,689	5,792	53,299	88,712
Tempo	2,820	3,227	8,170	69,011	88,243
Taurus	3,791	3,905	14,419	192,818	219,440
Thunderbird	2,043	1,810	4,591	47,876	75,596
Total Ford Div.	**17,547**	**17,897**	**48,007**	**486,803**	**597,772**
Topaz	855	796	3,336	29,534	32,451
Cougar	2,342	2,550	6,445	39,330	50,187
Sable	1,158	1,540	6,063	63,700	66,752
Total Mercury	**4,355**	**4,886**	**15,844**	**132,564**	**149,390**
Continental	1,020	1,258	3,237	33,907	37,178
Mark VII	178	220	577	5,941	14,006
Town Car	2,415	2,949	7,617	79,810	96,085
Total Lincoln	**3,613**	**4,427**	**11,431**	**119,658**	**147,269**
Total L-M Div.	**7,968**	**9,313**	**27,275**	**252,222**	**296,659**
FORD MOTOR CO.	**25,515**	**27,210**	**75,282**	**738,825**	**894,431**
Skylark/Somerset	0	0	0	27,510	54,790
Century	928	0	6,909	53,020	41,930
Riviera	105	67	89	13,638	13,813
Electra/Park Ave.	1,599	1,940	7,365	68,119	23,073
LeSabre (fwd)	3,700	1,985	5,795	35,193	99,443
Roadmaster Sedan*	647	647	2,586	14,886	0
Roadmaster Wagon†	130	0	496	16,978	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**7,109**	**4,639**	**23,240**	**230,550**	**242,348**
Eldorado	25	48	114	6,551	12,964
Seville	302	165	256	14,532	23,536
Brougham (rwd)	368	0	839	11,245	17,174
DeVille (fwd)	4,010	3,661	13,852	92,286	97,662
Allante	64	64	281	1,945	2,783
Total Cadillac	**4,769**	**3,938**	**15,342**	**126,559**	**154,139**
Cavalier	1,593	0	17,515	156,624	199,386
Camaro	1,188	0	4,337	30,788	42,781
Corsica/Beretta	2,160	2,169	18,578	156,640	173,102
Caprice	1,976	0	6,260	81,442	160,348
Corvette	0	0	1,248	13,135	14,645
Total Chevrolet	**6,917**	**2,169**	**47,938**	**438,629**	**590,262**
Calais	0	0	0	34,616	62,521
Cutlass Ciera	1,448	0	7,107	48,233	48,972
Cutlass Supreme	0	0	6,634	62,007	55,644
Toronado	64	35	60	2,915	9,946
88 (fwd)	3,120	1,919	8,648	45,704	64,172
Custom Cruiser Wag.††	75	0	340	5,588	1,214
98	1,482	1,186	7,354	49,319	32,784
Total Oldsmobile	**6,189**	**3,140**	**30,143**	**248,382**	**275,253**
Sunbird	800	0	7,229	72,003	92,951
Grand Am	0	0	0	87,061	125,109
Firebird	588	0	1,378	10,416	26,462
Grand Prix	2,313	0	7,124	62,417	72,996
Pontiac 6000	0	0	0	19,603	36,411
Bonneville	2,281	3,084	9,320	36,673	48,610
Total Pontiac	**5,982**	**3,084**	**25,851**	**288,173**	**402,539**
Total Saturn*	**1,081**	**1,081**	**6,485**	**58,096**	**0**
GENERAL MOTORS	**32,587**	**18,571**	**148,119**	**1,382,989**	**1,664,541**
DIAMOND-STAR*	**3,173**	**3,023**	**12,961**	**94,922**	**79,113**
Civic	1,830	1,697	5,969	55,083	72,194
Accord	8,375	7,608	27,203	219,768	195,320
HONDA	**10,205**	**9,305**	**33,172**	**274,851**	**267,514**
MAZDA*	**3,418**	**2,969**	**13,056**	**96,624**	**105,853**
NISSAN	**2,704**	**2,651**	**6,854**	**80,689**	**51,571**
Corolla	2,100	2,313	9,735	66,960	65,570
Geo Prizm/Nova	2,000	1,858	7,726	60,423	64,770
NUMMI	**4,100**	**4,171**	**17,461**	**127,383**	**130,340**
SUBARU-ISUZU Legacy	**1,185**	**1,158**	**4,378**	**34,747**	**16,362**
TOYOTA Camry	**4,250**	**4,263**	**15,230**	**132,889**	**133,139**
TOTAL BIG 3	**62,152**	**49,491**	**251,152**	**2,460,057**	**2,997,753**
TOTAL TRANSPLANT	**29,835**	**27,540**	**102,242**	**841,345**	**783,893**
TOTAL CARS, U.S.	**91,187**	**77,031**	**353,394**	**3,242,882**	**3,751,636**
TOTAL CARS, CANADA	**16,226**	**8,179**	**64,514**	**647,877**	**636,959**
U.S., CANADA CARS	**107,413**	**85,210**	**417,908**	**3,889,879**	**4,388,586**
U.S., CANADA CARS AND TRUCKS	**173,970**	**138,361**	**666,335**	**6,341,290**	**7,389,581**

*Estimate
†1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*Mazda includes MX-6, 626 and Ford Probe; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks.

CANADIAN CAR

	Week Ended Aug. 10, 1991	Week Ended Aug. 3, 1991	July Total	Jan. 1 to Aug. 10, 1991	Jan. 1 to Aug. 11, 1990
Monaco	360	0	588	5,703	6,138
Premier	955	6	385	6,591	6,901
CHRYSLER CORP.	**1,315**	**6**	**973**	**12,294**	**13,039**
Tempo	2,640	0	2,843	65,486	74,921
Topaz	1,125	0	1,224	21,533	27,716
Crown Victoria	2,203	2,292	6,392	54,850	74,489
Grand Marquis	2,347	3,087	6,950	56,957	65,933
FORD MOTOR CO.	**8,315**	**5,379**	**17,469**	**198,886**	**243,059**
Celebrity	0	0	0	0	20,319
Cutlass Ciera	0	0	4,998	41,089	53,487
Lumina	1,921	0	16,773	132,605	0
Regal	1,079	0	7,653	71,516	57,182
GENERAL MOTORS	**3,000**	**0**	**29,424**	**245,210**	**283,288**
CAMI*	**256**	**0**	**3,546**	**84,528**	**0**
HONDA Civic	**1,666**	**2,180**	**7,618**	**64,968**	**64,179**
HYUNDAI Sonata	**488**	**614**	**968**	**17,544**	**11,963**
TOYOTA Corolla	**1,208**	**0**	**3,692**	**30,398**	**36,249**
VOLVO 740 and 940	**0**	**0**	**684**	**5,145**	**5,253**
TOTAL CARS, CANADA	**16,226**	**8,179**	**64,514**	**647,877**	**636,959**

U.S. TRUCK

Caravan	0	0	10,319	65,183	67,046
Dakota	560	0	5,338	46,612	41,517
Caravan C/V	0	0	1	2,109	4,171
Ram pickups	560	0	5,378	46,662	61,332
Total Dodge	**1,160**	**0**	**21,036**	**160,566**	**174,066**
Cherokee	4,200	3,480	5,158	77,302	91,790
Comanche	100	70	121	2,997	4,341
Grand Wagoneer	0	0	0	1,560	3,970
Wagoneer/Briarwood	100	70	59	1,621	2,210
Total Jeep	**4,400**	**3,620**	**5,338**	**83,480**	**102,311**
Voyager	0	0	6,666	54,717	62,823
Town & Country	0	1	221	1,942	2,078
Total C-P Div.	**0**	**1**	**6,899**	**56,659**	**64,901**
CHRYSLER CORP.	**5,560**	**3,621**	**33,263**	**380,705**	**341,278**
Aerostar	4,415	4,926	12,028	100,787	126,297
Bronco	403	258	1,503	9,176	32,315
Bronco II/Explorer	6,609	5,035	11,854	160,290	109,921
Navajo	285	201	63	6,357	0
Econoline	3,689	3,998	10,857	85,204	119,894
Heavies	0	1,028	3,345	20,978	33,558
Light trucks	6,846	7,886	22,958	181,426	279,606
Ranger	7,176	6,929	15,675	157,636	176,140
FORD MOTOR CO.	**29,423**	**30,261**	**78,283**	**721,854**	**877,731**
Astro	0	0	2,955	52,560	77,717
Blazer	177	217	935	5,409	11,140
Lumina APV	0	0	3,353	24,370	58,553
Mediums/Heavies	0	0	0	863	5,456
P-Model	0	0	2,648	12,118	15,501
Pickups	2,856	0	24,877	169,842	254,144
S10	2,934	370	19,405	153,720	148,670
S10 Blazer	0	0	2,922	19,036	63,687
Sportsvan/Van	186	0	3,032	24,781	37,786
Suburban	801	615	3,519	18,656	43,886
Total Chevrolet	**6,958**	**1,202**	**83,646**	**481,355**	**716,542**
Jimmy	77	34	254	1,376	3,446
Mediums/Heavies	0	0	0	1,361	6,221
P-Model	0	0	205	1,675	2,063
Pickups	1,073	0	11,008	75,626	90,751
S15/Sonoma	1,036	0	5,378	36,976	34,398
S15 Jimmy	0	0	890	6,787	21,627
Safari	0	0	1,536	22,996	28,103
Suburban	471	590	2,420	15,399	21,968
Vandura/Rally Vans	65	0	776	11,274	14,129
Total GMC	**2,724**	**624**	**22,467**	**173,478**	**222,706**
Silhouette	0	0	1,836	12,990	23,636
Bravada	0	0	992	9,838	0
Total Oldsmobile	**0**	**0**	**2,828**	**22,828**	**0**
Pontiac Trans Sport	**0**	**0**	**2,245**	**15,961**	**36,842**
GENERAL MOTORS	**9,686**	**1,826**	**91,186**	**693,614**	**999,726**
NAVISTAR	**1,555**	**1,523**	**3,956**	**44,710**	**46,215**
NISSAN Pickup	**2,704**	**2,651**	**6,861**	**79,456**	**98,870**
SUBARU-ISUZU	**740**	**391**	**4,363**	**31,093**	**17,372**
AM GENERAL	**463**	**499**	**1,788**	**12,458**	**14,848**
MISCELLANEOUS**	**2,650**	**2,650**	**11,688**	**81,970**	**93,600**
TOTAL TRUCKS, U.S.	**52,712**	**43,323**	**232,332**	**1,965,852**	**2,488,832**

CANADIAN TRUCK

Caravan	2,559	2,388	7,295	84,518	83,462
Caravan C/V	74	5	0	11,913	5,610
Ram Wagon	0	36	980	12,683	14,597
Ram Van	0	43	2,742	23,353	35,320
Total Dodge	**2,633**	**2,472**	**11,017**	**132,467**	**139,189**
Plymouth Voyager	**2,352**	**2,179**	**5,174**	**63,785**	**88,584**
Jeep Wrangler	**1,588**	**1,565**	**3,179**	**35,363**	**35,277**
CHRYSLER CORP.	**6,545**	**6,216**	**19,370**	**231,478**	**241,940**
FORD F series	**2,000**	**3,467**	**4,984**	**90,796**	**86,665**
Light trucks	3,748	0	8,979	82,608	102,358
Vans	213	0	5,232	32,147	31,928
Total Chevrolet	**3,961**	**0**	**14,211**	**114,755**	**134,286**
Light trucks	305	0	3,462	31,426	39,732
Vans	79	0	2,129	13,973	13,309
Total GMC	**384**	**0**	**5,591**	**45,399**	**53,041**
GENERAL MOTORS	**4,345**	**0**	**19,802**	**160,154**	**187,327**
CAMI*	**150**	**0**	**1,500**	**28,823**	**0**
NAVISTAR	**145**	**145**	**436**	**4,396**	**6,131**
TOTAL TRKS., CANADA	**13,845**	**9,828**	**46,895**	**485,569**	**528,903**
U.S., CANADA TRKS.	**66,557**	**53,151**	**278,427**	**2,451,411**	**3,009,995**

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding. Compiled by Anne E. Wright

July output falls 3.9% below 1990

BOB DeMAYER
Special Correspondent

U.S. car production for July was 353,394, down 3.9 percent from July 1990. Because of heavy downtime for changeovers, last month's total was down 26.2 percent from June 1991.

U.S. truck production for July was 232,332, down 11.4 percent from July 1990. Last month's total was down 28.8 percent from the previous month.

Automakers scheduled 91,187 cars last week, up 18.4 percent from the preceding week but down 23.4 percent from 1990.

Truckmakers planned to build 52,712 units last week, up 21.7 percent from the prior week but down 22.2 percent from the year-ago week.

General Motors scheduled two shifts of overtime last Saturday at its Flint, Mich., (Buick City) car plant.

Chrysler Corp.'s St. Louis (No. 2) truck plant worked two shifts of Saturday overtime.

Honda of America Manufacturing Inc.'s Marysville, Ohio, car plant worked one shift of Saturday overtime.

Mazda Motor Manufacturing (USA) Corp. said its output did not suffer despite its loss of six shifts of production when a major stamping press failed.

In order to keep production at the normal level, Mazda sourced out some of the parts produced by the press and scheduled daily and Saturday overtime last week.

The stamping press went down Aug. 2 during a die tryout for the 1992 model changeover. The plant lost one production shift on Aug. 2, two shifts on Aug. 5 and 6 and on on Aug. 7.

CANADA: Canadian car production last month was 64,514, down 12.2 percent from July 1990. Last month's total was down 42.1 percent from the previous month.

Canadian truck production last month was 46,095, up 22.1 percent from the year-ago month. It was the highest July truck production in Canada since 1986 when 48,662 were produced. Last month's total was down 43.8 percent from June 1991.

Canadian car production was estimated at 16,226 last week, up 98.4 percent from the prior week and up 31.8 percent from the same week last year.

So far this year, 647,877 cars have been assembled, 1.7 percent more than last year at this time.

Truck production last week was estimated at 13,845, up 40.9 percent from the prior week and was 2½ times as high as that of the year-ago week.

Ford Motor Co. scheduled one shift of daily overtime this week at its St. Thomas, Ontario, car plant.

20% mpg increase is possible, says aluminum industry

IRVINE, Calif. — Aluminum industry experts told the National Academy of Sciences Committee on Fuel Economy of Automobiles and Light Trucks that increased used of aluminum in vehicles would increase economy without sacrificing safety or size.

The aluminum industry report was based on using all of the current automotive applications of aluminum in a mid-sized American four-door sedan.

The industry stated the vehicle would weigh approximately 25 percent less than a conventional sedan. Calculations in the report estimated a 20 percent increase in fuel economy.

NOTE

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